LIFE



Madame Du Barry

AGE OF ENLIGHTENMENT

FIFTH IN A SERIES ON THE HISTORY OF WESTERN CULTURE

SEPTEMBER 15, 1947 15 CENTS

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Perfect formation! At least, 3-year-old Bobbie thinks so. Look at his pleased-as-punch smile! Look at the sparkling smiles of *all* the McClains and you see why they use Ipana Tooth Paste—specially designed to help keep teeth sparkling bright. Dentists prefer Ipana 2 to 1 *for their own personal use,* a recent national survey shows!

Best way to guard against sunburn, Bobbie, Celeste and Robyn tell Daddy, is to cover up with sand. *Really* the best way to get a "model" smile is to remember what thousands of schools stress—that a radiant smile depends on sparkling teeth. And firm, healthy gums are important to sparkling teeth.

Model Mother... Model daughter... Model son, too!

Even father Roy McClain has a "model" smile, thanks to Celeste's model dental care



"A good patient" is 5-year-old Robyn, who visits her dentist for regular check-ups on teeth and gums. If *your* gums flash a warning tinge of "pink" on your tooth brush—*see your dentist right away!* Let *him* decide whether yours is simply a case for "the helpful stimulation of Ipana and gentle massage."



Follow your dentist's advice about gum massage. Correct massage is important to the health of your gums and the beauty of your smile—so important, in fact, that 9 out of 10 dentists recommend it regularly or in special cases, as shown by recent national survey! Help your dentist guard your smile of beauty.

QUITE A FAMILY, the McClains of East Orange, New Jersey . . .

Mrs. Celeste McClain, Robyn and Bobbie McClain are all three of them Powers models, with (naturally!) "model" smiles. *Mr.* McClain is not a model (he's a department store executive) but you can see that his smile is a "model" one, too!

Actually, it's not surprising that the McClain smiles are all the "model" kind. Celeste has been modeling beachwear, furs and formal fashions for seven years, so she knows how important a sparkling smile can be. It's only natural, then, that she sees to it that her family safeguards its smiles by following the dental routine of so many successful models: *Regular brushing with Ipana Tooth Paste, then gentle gum massage.*

Ipana Tooth Paste for your Smile of Beauty



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General Electric's finest table radio-phonograph— Delight in its natural color tone. Discover new beauty in favorite records played by the G-E Electronic Reproducer. See Model 304.





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says: LILY PONS



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In its graceful 18th Century period cabinet, General Electric model 417A possesses lasting charm for the eye as well. See and hear it at your General Electric dealer's.

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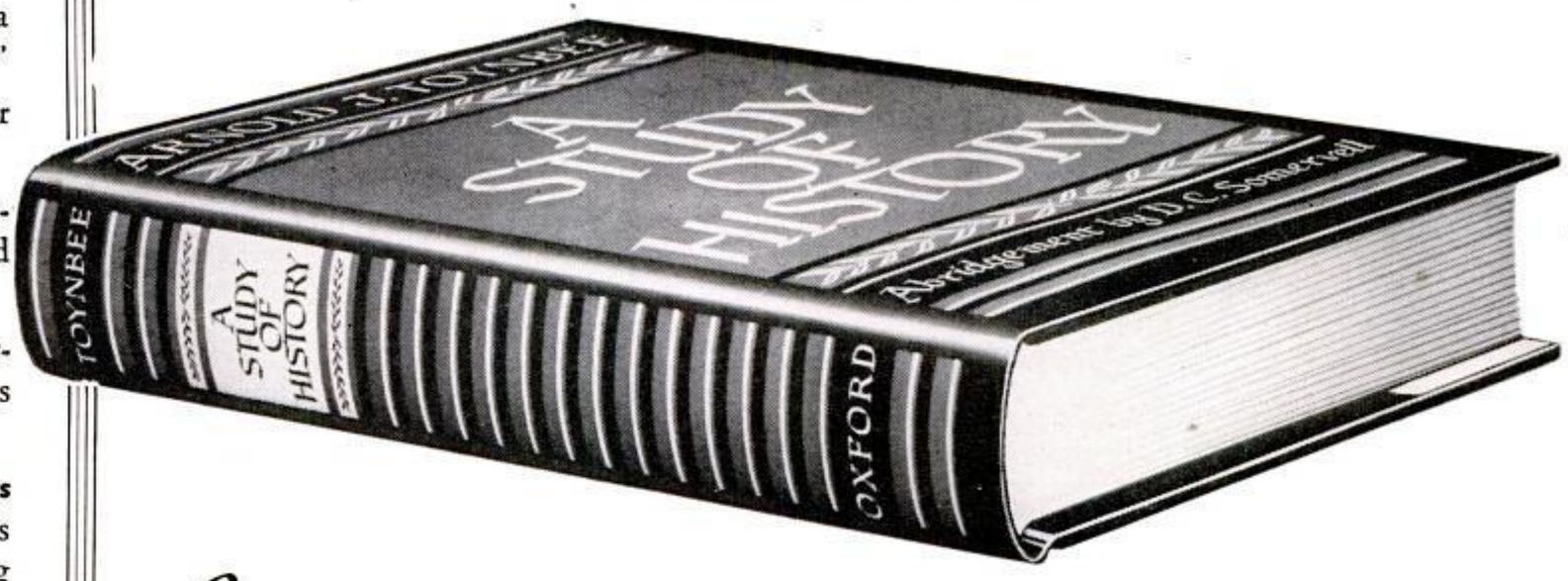
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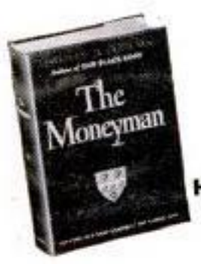
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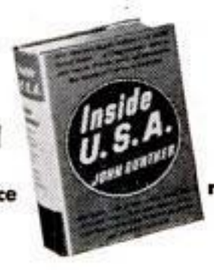
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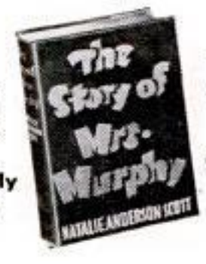
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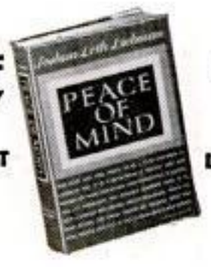
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"It doesn't pay to elope!"





1.

My young sister adores drama. So it didn't surprise us when she turned up one morning—*married!* "I need help!" she announced, after congratulations. "We've an apartment—but nothing *in* it! Can you lend us some sheets and stuff till we get ours?"



2.

"It doesn't pay to elope!" I grinned. "You miss out on things like linen showers! *I* still have all the lovely Cannon Percale Sheets the girls gave *me*—just as soft and smooth and wonderful as the day I got 'em. I'll lend you some—but I want 'em *back!*"



3.

"Percale, no less!" Sis sighed. "Us—we can't afford *that!*" she laughed. "You can *too!*" I said. "These Cannon Percale beauties let you have percale's own luxury for a *practical price!* So fine-woven they've got 25% more threads than best-grade muslins!"



4.

Sis hugged me. "You'll make me a smart housewife *yet*," she said. I smiled. "*All* us smart ones have Cannon Percales—they're so light weight! Easier for bedmaking and laundering!" Sis giggled. "Ring up a sale! When do we go shopping for *mine?*"

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CANNON

Cannon Percale Sheets

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P.S. Cannon also makes sturdy Muslin Sheets—well-constructed, long-wearing!

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Swift's Premium Bacon

WITH THE SWEET SMOKE TASTE

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LIFE'S REPORTS

RESTFUL DAYS IN DUBLIN

Vacation entails crowds, steers and Guinness for all

by NOEL F. BUSCH

It occurred to me recently that it might be well to spend a few restful days in Dublin as the guest of my old friend Jack Nugent, the celebrated proprietor of the Dolphin Hotel. Among its other distinctions the Dolphin enjoys that of having more barrooms than bedrooms. I found Nugent in one of the former, bemoaning the Dublin crisis which, not to be confused with the British crisis, had been caused an hour or so before by a thunderstorm of such unprecedented violence as to force a cancellation of the afternoon's horse racing at the Leopardstown Racecourse. Hence after lunch, instead of going to the races I went with a friend for a ride in a horse-drawn cab, or growler, which presently, perhaps operating from force of habit like an old-fashioned milk wagon, stopped at the door of a saloon. Refreshed therein by a glass of Guinness, Eire's national drink, we emerged and resettled ourselves in the growler, whereupon an old crone, in a sorry state of drunkenness and disarray, put her head in the window and announced:

"I'm on me way to get the rations and if it's no trouble I'll get in and go along with you."

Without bothering to wait for a reply, the crone got in the growler, composed herself comfortably in the jump seat and put her head out the window.

"Come on, dearie," she called and then, turning to us, added, "It's my daughter and the boy who'll be going along too."

Loaded down now by a younger crone and a sticky urchin which seated itself in my friend's lap, the growler set off and proceeded for a mile or so along a tortuous route through the slums of the city. Finally, in response to a last imperious directive from the older crone, it stopped in front of a grocery store, where our guests descended and took what seemed to be a reluctant leave.

CONTINUED ON NEXT PAGE



A GROWLER, or carriage, waits outside the Dolphin Hotel to take passengers to the races or the horse show with a stop-off at each saloon along the route.

JUST RELEASED for SALE!
From the great COLGATE LABORATORIES
comes this amazing
NEW TYPE denture cleanser!

COLEO Gets False Teeth really clean

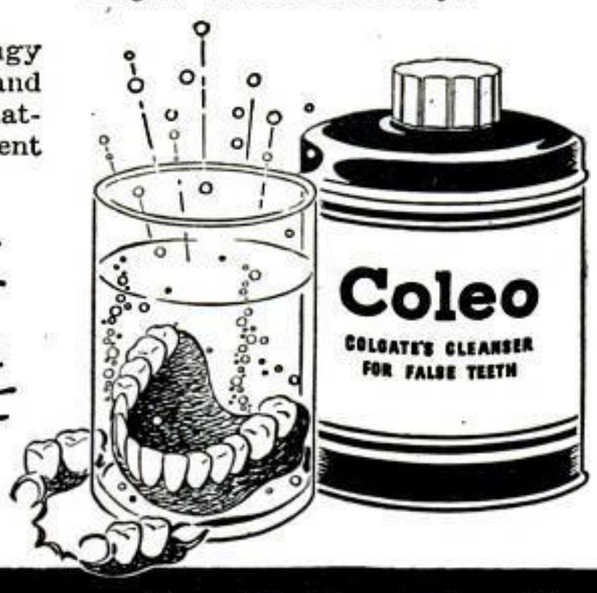


Hollywood, Calif. Perfect teeth are a "must" before the camera! Nowhere else in the world will you find so many costly plates and bridges—as among the actors and actresses. That's why Colgate-Palmolive-Peet selected Hollywood to test its great new denture cleanser—Coleo! And what a hit!

8 out of 10 tested preferred Coleo to all other types of denture cleanser! After scores and scores of actors and actresses tried new Coleo, they exclaimed, "Coleo gets false teeth *really* clean!"

Coleo doesn't miss a thing! Dingy mucin (film), removable stains, and food particles all fizz away in a matter of minutes! A special ingredient does the job thoroughly! No tiresome brushing! False teeth sparkle with cleanliness! And dentures cleaned with Coleo have a pleasant, fresh taste! Try this remarkable cleanser on *your* false teeth today!

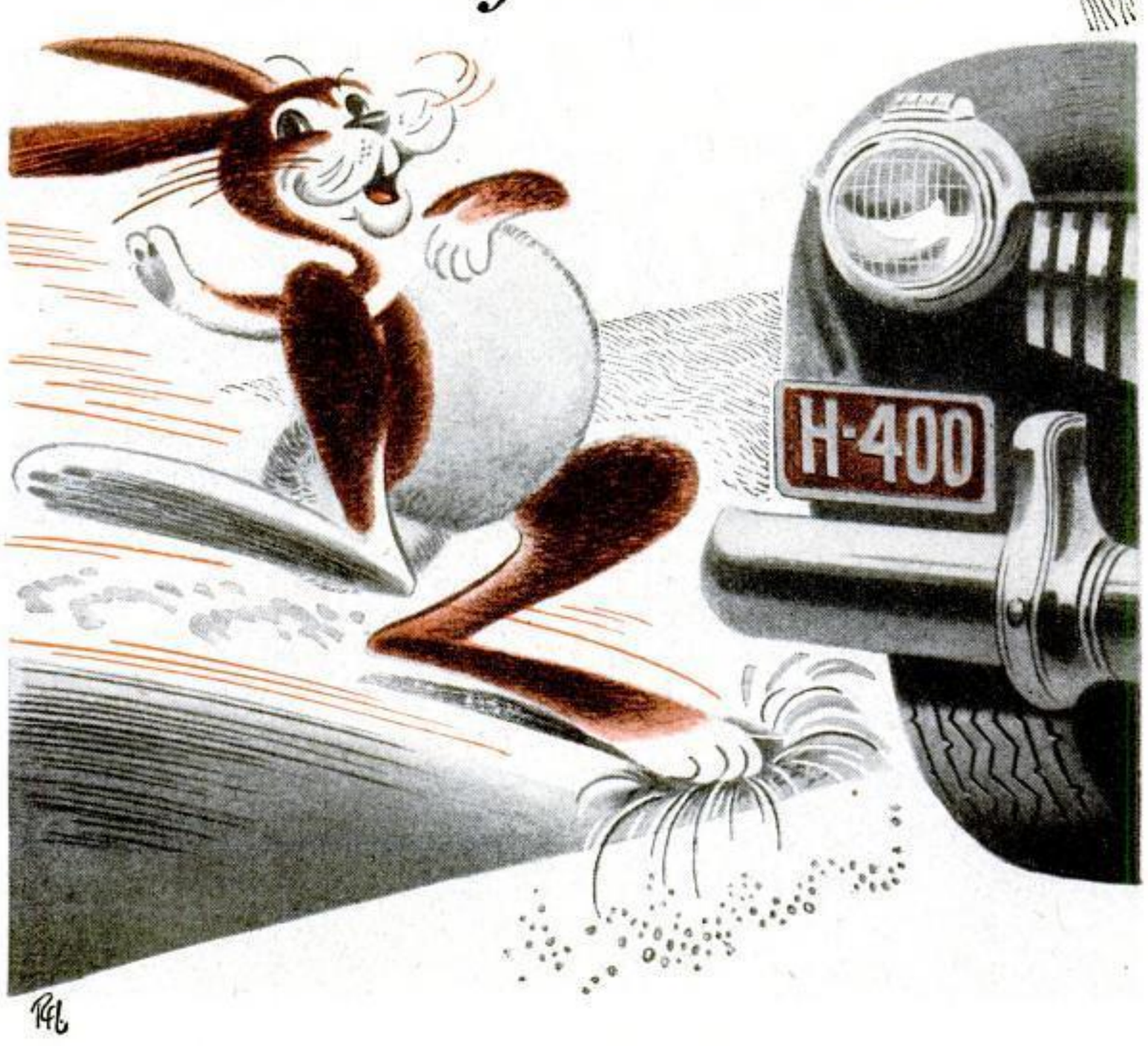
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NEW TYPE Cleanser for False Teeth

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a wider flatter tread that gives you *more safe mileage!*

MEASURED by the extra miles of carefree driving it gives you —the Hood "400" is a better tire, a longer wearing tire, a safer tire for you and your family.

Its wider, flatter tread—made possible through a new and better method of tire construction—puts more rubber on the road to share the load; makes your car sure-footed in all weather.

Then, for even greater driving safety, be sure to get Hood "Quick Seal" tubes. They seal punctures instantly, permanently —while you're driving. With "Quick Seals" on your car, there's no need to worry about punctures.



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"They were a cheeky pair, I thought myself," said our driver.

The next day, a Sunday, we found Dublin swarming with Irishmen of all sizes and ages, most of whom, it developed, were on their way either to a hurling match or a football game, both of transcendent importance. Eddies of the crowds swirled through the Dolphin, filling not only all six of the drinking rooms but also the cloakrooms which, in addition to coats, hats, parcels and miscellaneous bric-a-brac, also enclosed queues waiting to use the establishment's only telephones.

The days I had chosen to spend in Dublin coincided, it developed, with the opening of the horseshow. The Dublin show has less in common with the somewhat effete displays which take place in suburban Connecticut or Long Island than it has with the great rodeos of the Southwest where, as in Eire, the horse is the mainstay of community life. The Dublin show is held in a vast walled-in enclosure on the outskirts of town. The horse-show grounds also enclose a sort of national fair, or exposition, and across the street annual sales of livestock are held. These affiliated activities are naturally enhanced by the festive and convivial air which, in Dublin, accompanies even a chance meeting between acquaintances and which is the cause as much as the result of the fact that the city must have more bars per capita than any other in the world.



HOST NUGENT of the Dolphin waggles a finger at a guest before adjourning to bar.

After watching the jumping competition I became aware of a sound of wailing and moaning which seemed to come from deep under the ground. This sound was traced to a bar below the grandstand where two Scotsmen were engaged in trying to sing an Irish ballad of which neither one knew either the tune or the words. Encouraged by the bar's other customers, they gave tongue as follows:

Mary, I'll be waiting for ye,
I'll be waiting, woooo, woooo . . .
Wooo, wooo, wooooooo. . . .
The moon of Tralee.

When we returned to the Dolphin, we found lobby and bars strangely deserted. This was because, confronted by the dilemma of having a horse show at the same season as the horse races, Dublin long ago solved it by holding the races during the evening, after the show, so that no citizen need be deprived of the opportunities for pleasure and improvement offered by both attractions. As the evening wore on the bars resumed their normal sound and appearance, which are those of a generous cross-section of Times Square on New Year's Eve.

From the Dolphin we proceeded to the Gaiety Theatre for the Dublin premier of the play *Winterset*, in which the leading roles were played by Burgess Meredith and his wife, Paulette Goddard. The performance, which went off with considerable éclat, was followed by celebrations, the first in the office of the theater and the second at the Dolphin. One of the guests was a Dublin journalist who, when the last pitcher of beer had been drained, offered to escort us to a Dublin nightclub named the Bolero where, he assured us, the evening's merriment would be just beginning.

The Bolero, it developed, was tight shut. Rattling the latch and cursing the proprietor in a quiet tone, our guide seemed unable to credit the evidence supplied by his senses until he uttered the remark, "Inside they're sitting with their paper hats and their tin-whistles and here the dirty sod has locked the door." Having uttered this gloomy pronouncement himself, he seemed to find it sufficiently convincing to act upon, for he turned on his heel and, with a friendly wave of the hand, disappeared into the shadows. We did not see him again until the following evening when he turned up at an enormous, brilliant and romantic ball, of which the scene was a haunted castle a few miles outside the city.

At this ball two bands alternated in playing dances of more sorts and descriptions than would be plausible at any analogous American soiree, specializing in something called the "palais glide" which, according to one of the younger ladies present, was the latest importation from New York. By 3 in the morning so many

CONTINUED ON PAGE 12

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The picture

that the world has been waiting to see.

A brilliant cast brings to vibrant life Erich Maria Remarque's impassioned drama that captures the heart-beat and conflict of our times...



INGRID BERGMAN *as Joan Madou, woman of the shadows*

CHARLES BOYER *as Ravic, the ghost doctor*

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Produced by DAVID LEWIS · Directed by LEWIS MILESTONE

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WIFE INSURANCE?



"Wife insurance is exactly what I mean, Don. And it's certainly taken a load off my mind."

"I still don't get it."

"Well . . . I've been thinking about Julie lately, about the problems she'd have to face, if I weren't here to help her. It would be difficult for her to bring up the youngsters without a steady income of some kind, and I don't see how she could ever carry the mortgage."

"Mmm . . . I guess my wife would be in the same fix. What did you do about it?"

"I had a Mutual Life representative arrange my life insurance into a sound program . . . he called it Insured Income Service. Now I'm sure that Julie will always have an adequate income, no matter what happens."

"Say, this wife insurance makes sense. Maybe I should look into Insured Income myself."

"You can bet your favorite putter you should! Any Mutual Life representative will show you how to team up your life insurance with Social Security, assuring you maximum benefits from each of them . . . so that neither you nor your wife will ever have to worry about the future. You'll find that Insured Income serves a double purpose . . . protection for your family; and a comfortable retirement for yourself."

The Mutual Life representative in your community is a trained consultant in life insurance matters, who will be glad to explain the many ways life insurance can help **you.**

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How much do you know about the Social Security for which you are now paying? Mail coupon for easy-to-read booklet explaining your future benefits from Social Security. Included is a convenient file for official records you will need to avoid costly delay in collecting your Social Security benefits.

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VETERANS: KEEP YOUR GOVERNMENT LIFE INSURANCE!

guests had left champagne glasses on the stairs to be stepped on by other guests that the pedestrian traffic going up and down sounded as though it were moving along a gravel walk. The festivities were still warming up for a climax which seemed set for about 9 the next morning when we got into a small car to drive back to town.

The drive back to Dublin was enlivened by the circumstance that the road was being used not only by cars going from or coming to the ball but also by herds of cattle being driven into the city. Lurching and snuffling, encouraged by shouts from the herdsmen, the angry steers lumbered to the side of the road, swerving back from time to time to give the car a butt or a shove which, for some reason, failed to turn it over or even to smash the windows. To those of its occupants whose only previous knowledge of stampedes had been gained vicariously from watching western movies, this nocturnal encounter with hundreds of savage animals on a dark road in a strange country while incarcerated in a bantam-size sedan was at least mildly discomforting. The Irish driver of the car was, however, entirely unperturbed.

•

That the trains and planes in Eire run on time would be less disconcerting if anything else did. Leaving Dublin, after the restful days, was therefore something of a problem, nor was it simplified by the fact that farewells at the Dolphin, like greetings, arguments, bargains and indeed all human intercourse whatever, entail a visit to the bar. After goodbys had been said in the approved Dolphin fashion, a taxi instead of a growler was produced for the run to Dublin's shiny new municipal airport, where the bar is conveniently situated so that it is the first place the thirsty arriving passenger enters and the last one he leaves. Partly because the bars, the steers, the balls, the parties, the songs, the general air of happy commotion and even the so-called rations in Dublin have no counterpart across the channel, the airport is usually as crowded as most other focal points in that lively and curious capital. Looking down at its concrete runways, inlaid on the dazzling green turf, departing passengers are likely to feel their spirits fall as the plane heads out, above Portmarnock golf links toward the water.

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Yes, Margarine—

Modern U. S. pronunciation—*Mar'jar-in*

GOOD, GOOD, GOOD!



You know you save when you choose margarine.
Know also the answers to questions like these.

Why do youngsters like it?

Because children judge foods by taste and appearance. Your youngsters—yes, all youngsters—really go for the sweet, fresh, natural flavor of modern margarine.

Why can't I buy it ready-colored?

Because of an old Federal tax of 10c a pound on colored margarine. Besides, many states either bar the sale of colored margarine or put extra, heavy taxes on it.

What about its food values?

Margarine is top rank as an energy food. It is highly digestible. And it is a uniformly dependable supplier of essential Vitamin A, month in and month out.

Can I use it for cooking, too?

Yes, margarine's rich, fresh flavor is just as good in sauces, in cakes, or as a seasoning on vegetables as it is when you spread it on bread, toast or biscuits.

WHY THIS PAGE IS YELLOW—It is so you will again ask yourself, "Why can't I get margarine ready-colored yellow the way I want it?" In fact, this yellow color is to remind you that horse-and-buggy legislation dating back to 1886, through heavy taxation and license fees, restricts the sale of margarine colored by the manufacturer. No other food is so penalized and discriminated against.

NATIONAL ASSOCIATION OF MARGARINE MANUFACTURERS
Munsey Building, Washington 4, D. C.

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SPEAKING OF PICTURES...

. . . NEW MECHANICAL MONSTERS EASE LIFE'S GROWING PAINS

During the war many LIFE subscribers, incensed by subscription mix-ups, could easily have been persuaded that mechanical monsters, like those below were employed by LIFE for the sole purpose of chewing up, juggling or destroying all their embittered correspondence with the circulation office in Chicago. Not so. Actually the contraptions shown here, weirdly animated by Artist Boris Artzybasheff, form part of the newest and biggest machine operation in the publishing field. Thanks to their performance LIFE subscribers are again getting the same prompt, efficient service they got before 1941.

Until the war years LIFE subscriptions were handled efficiently by a manual system. Then LIFE was caught between a rapidly rising circulation and a shortage of trained employes. During the war, too, Americans moved around a great deal, calling for frequent changes of address. The circulation department had a



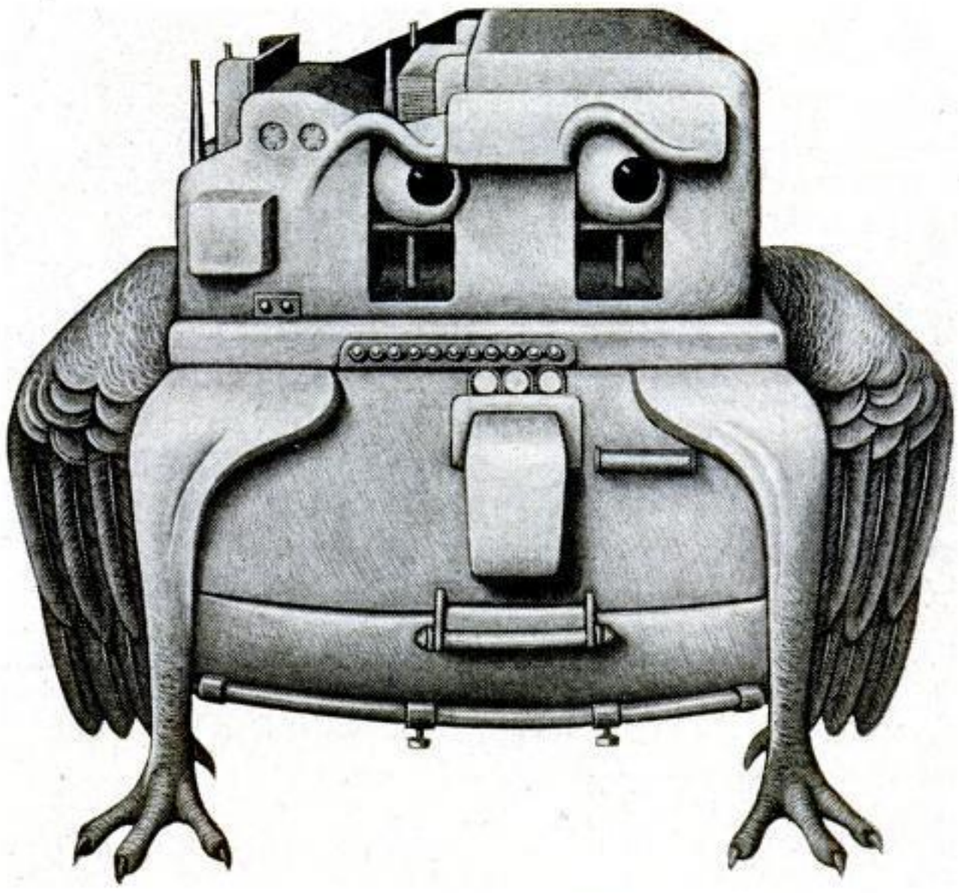
KEYPUNCH

Specially trained operators feed numerical codes containing necessary information about a subscriber and his order into this machine by tapping the proper keys. Then the machine quietly punches corresponding holes in a permanent reference card (*above, right*).



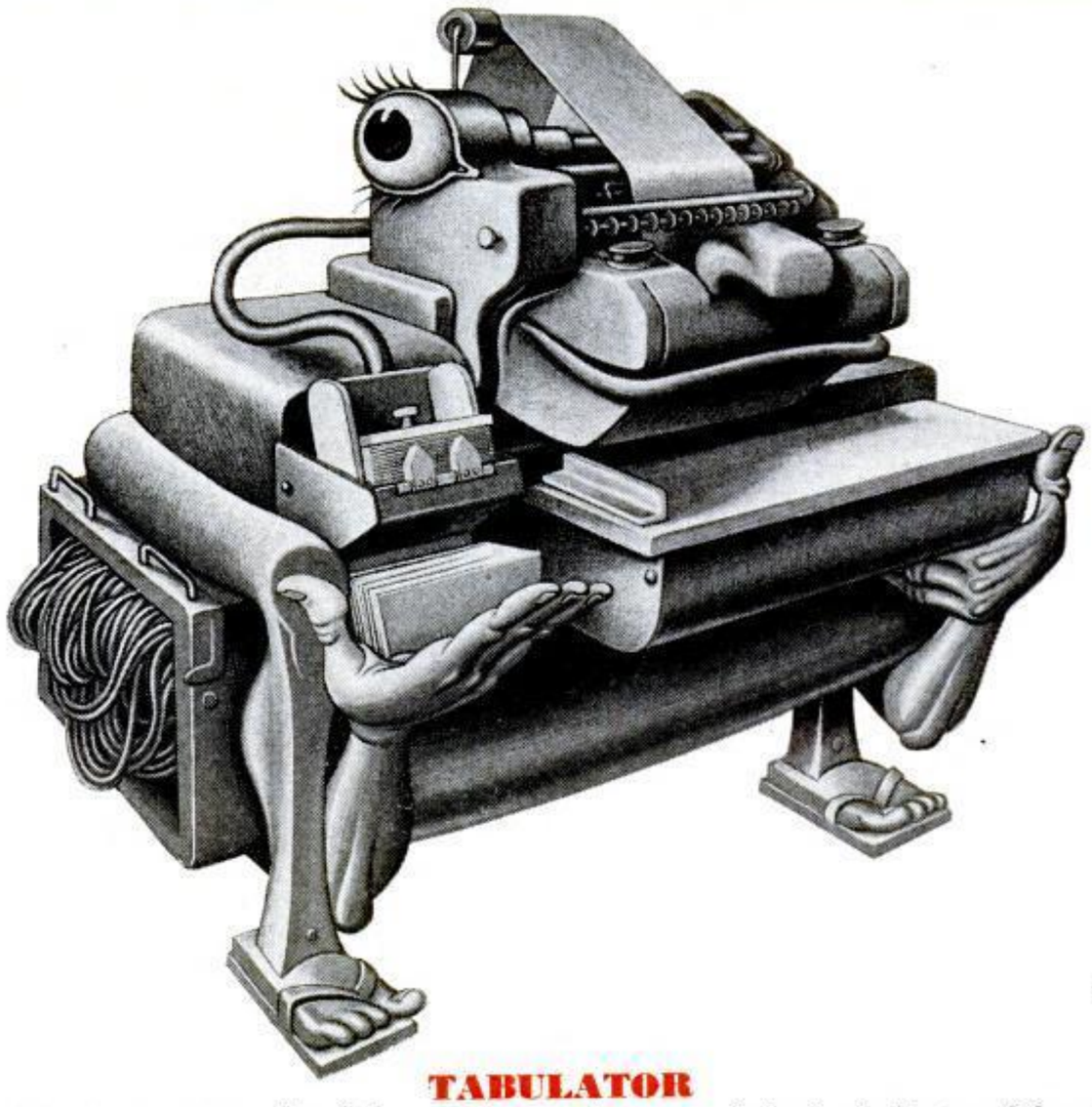
VERIFIER

To catch any errors made by the first keypunch operator, another operator seated at this machine taps out the same information for a second time while the original card is being fed through it. If the two sets of data do not match perfectly a glaring red light flashes.



REPRODUCER

Called "The Hen" by puckish circulation-department employes, this machine swallows new permanent, or master, reference cards and reproduces their punched holes in two more cards, which can then be used for addressing letters, bills or promotion material.



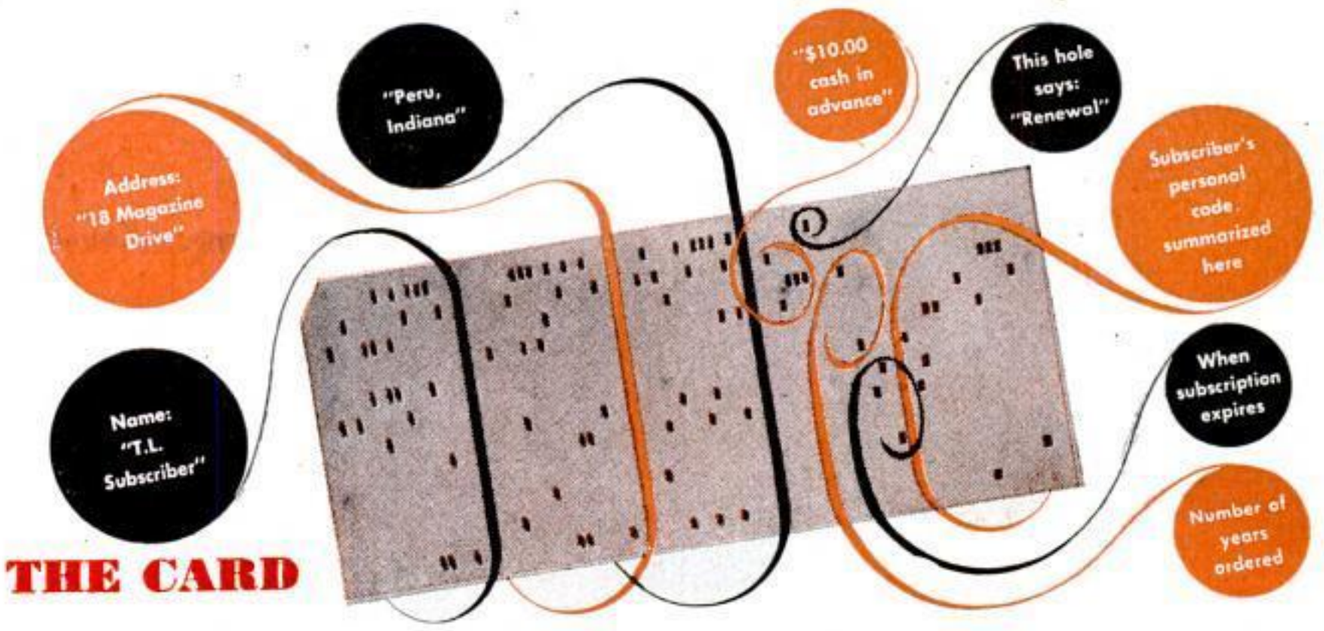
TABULATOR

This, the most versatile of the machines, feels out the holes in duplicates of the reference card and translates the holes into type which can then be used to print complete expiration notices, bills or dunning notes to people who are backward about paying up.

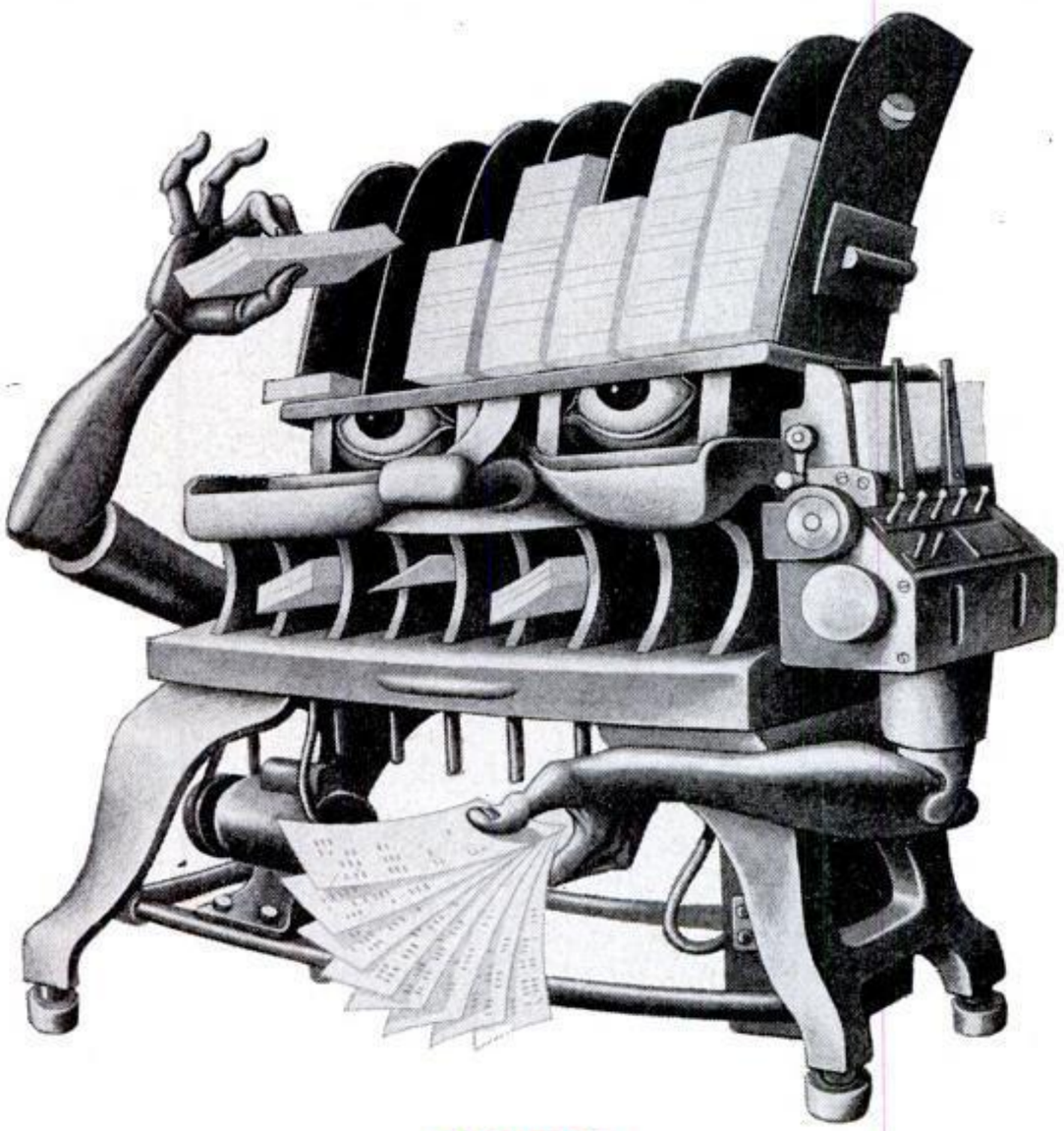
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bad time of it, and so did LIFE's editors, who were buttonholed on street corners by embattled subscribers. Subscription problems were often fantastic. Once an entire town (Buckeye, Ariz.) was dropped from LIFE's mailing list. A more fortunate New York subscriber made the mistake of complaining that she was getting two copies of LIFE every week. From then on she got three. Another subscriber with the same problem wound up by getting no copies at all.

To cope with clerical problems involved in making 4½ million subscribers happy, Time Inc., which publishes TIME, LIFE and FORTUNE, installed these machines two years ago. By now the machines, one of whose multiple functions is to keep tabs on subscribers through a system of coded reference cards (*right*), have reduced subscriber complaints to prewar levels and hope to do even better. Once again LIFE's editors can look subscribers in the eye without flinching.

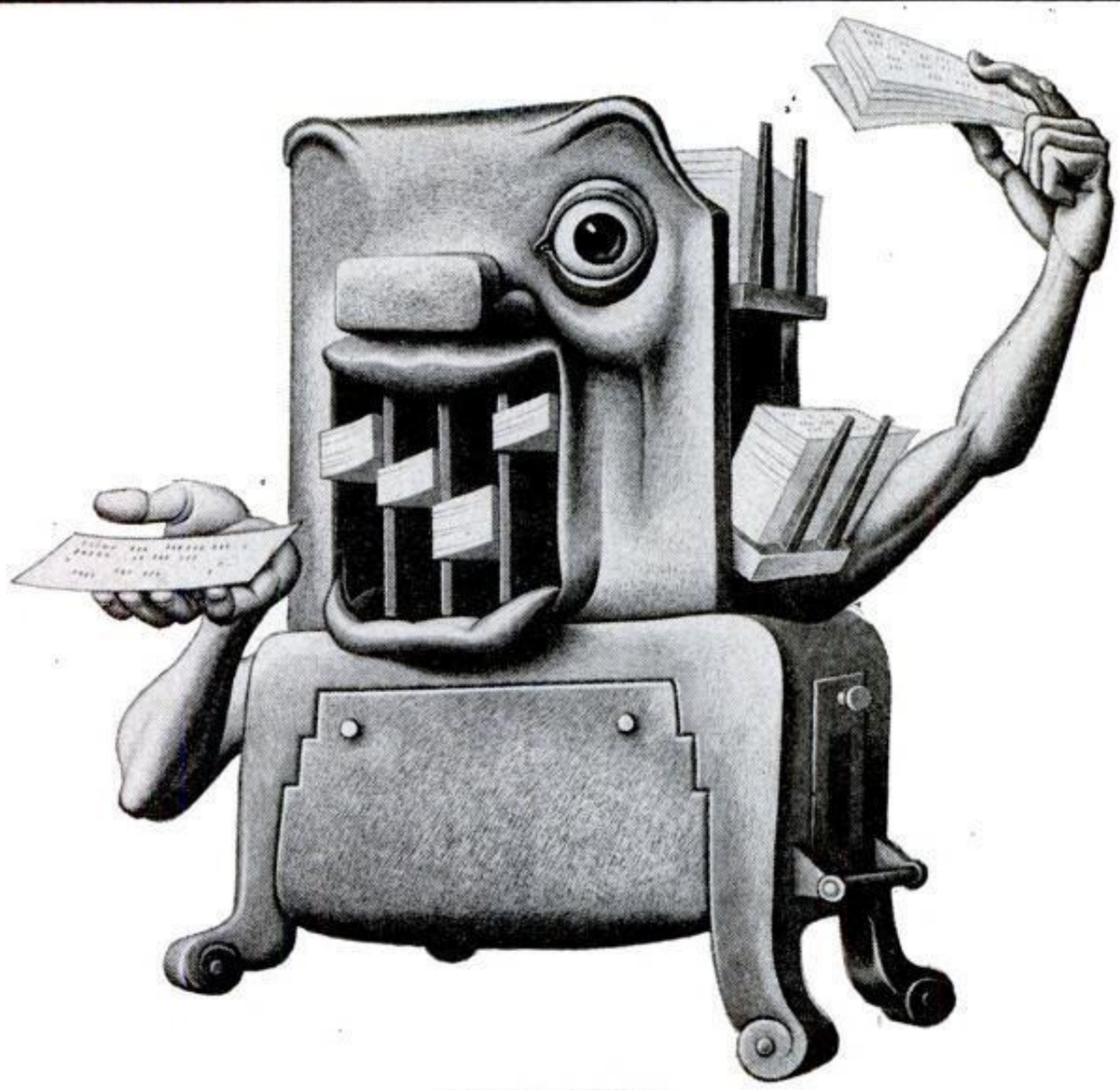


THE CARD



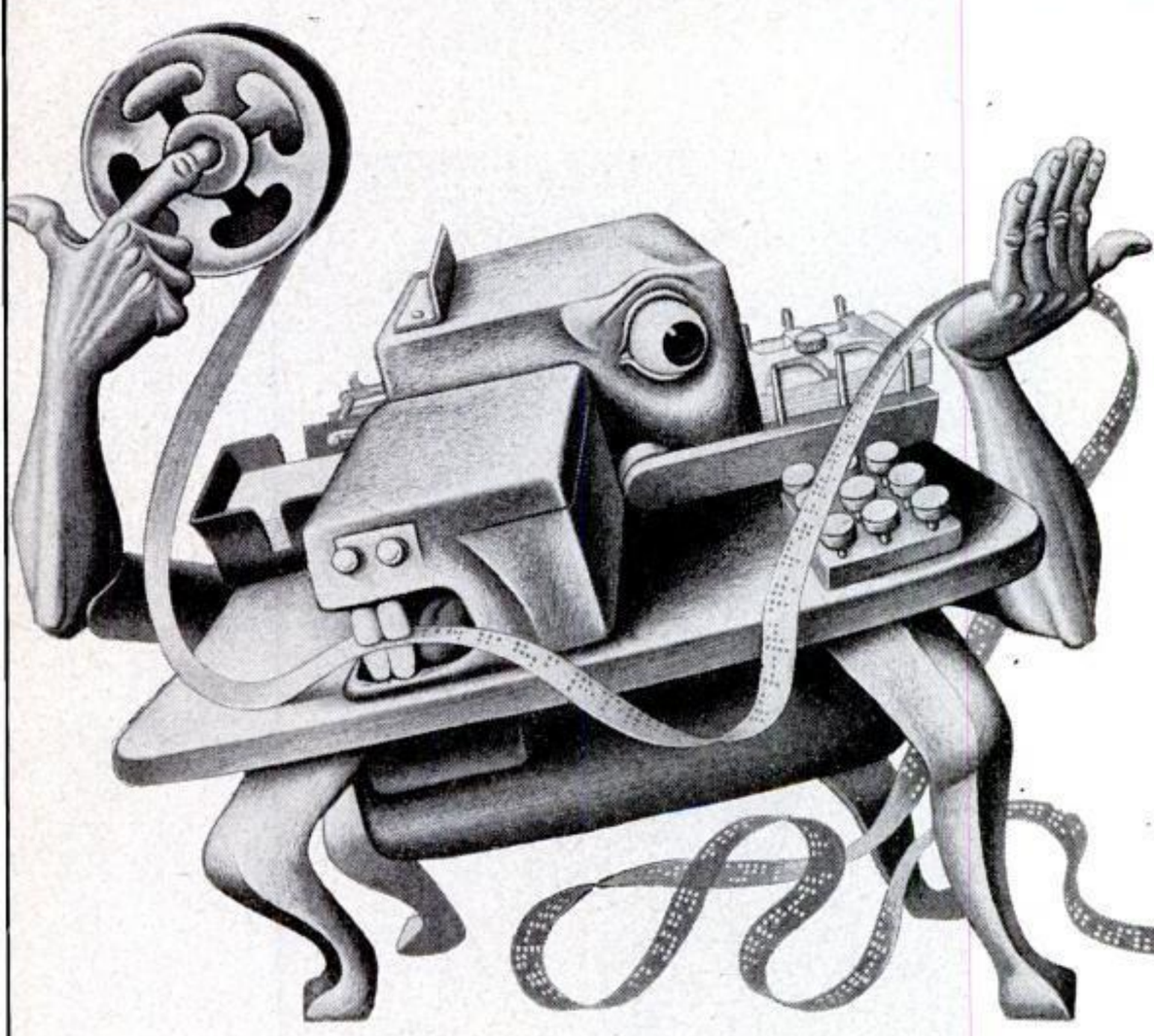
SORTER

After the cards have been punched and checked for errors, this machine, by decoding the holes in the cards, sorts and then stacks them in numerical order according to state, city and last initial. Fifty-nine machines like this can sort 147,500 cards an hour. At the



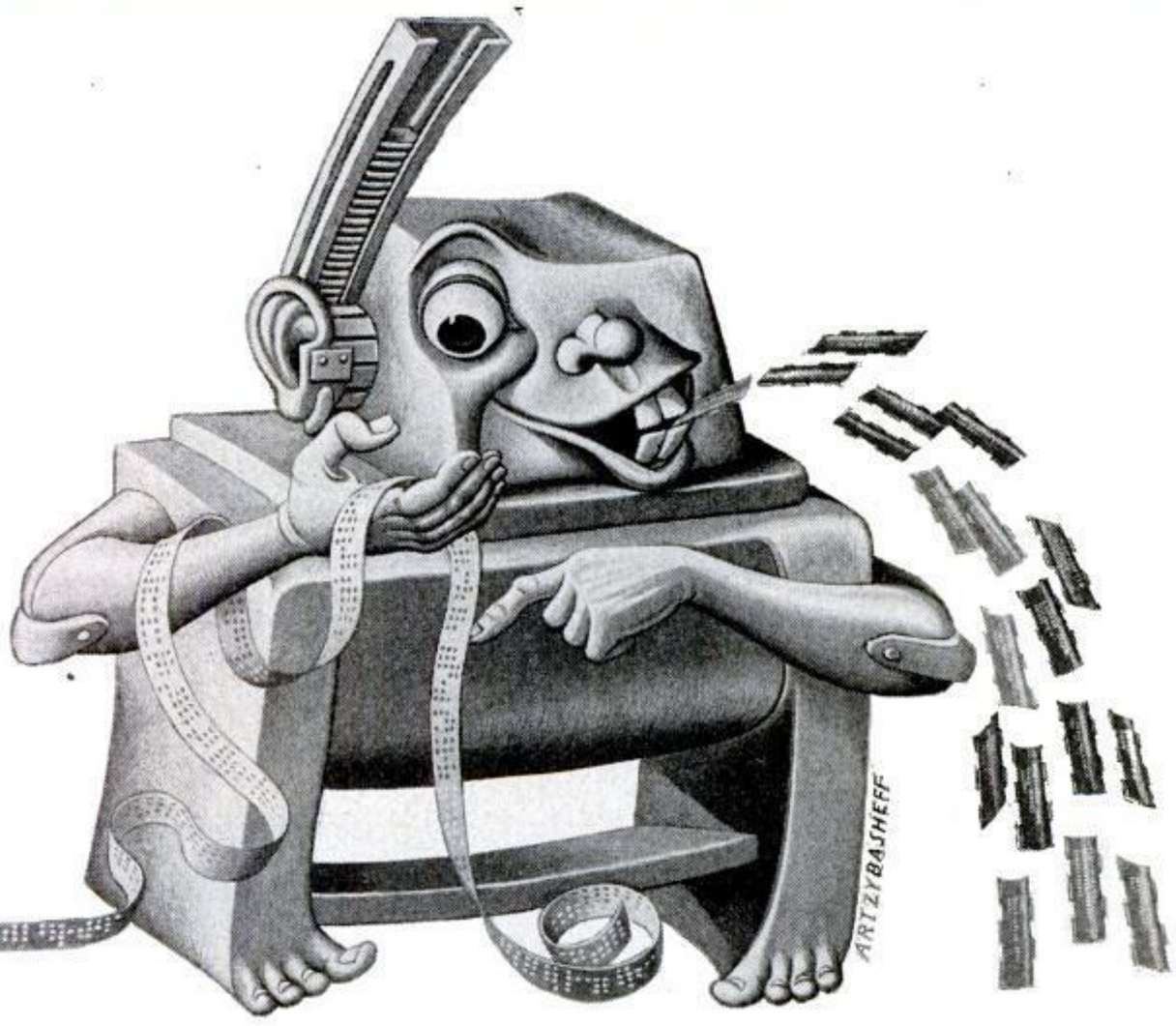
COLLATOR

flip of a switch this one can match a big pile of renewal order cards with a second stack containing permanent reference cards of subscribers, thus enabling a skilled coder to recode the renewals manually. Then it puts all the cards back in their proper places.



TAPE CUTTER

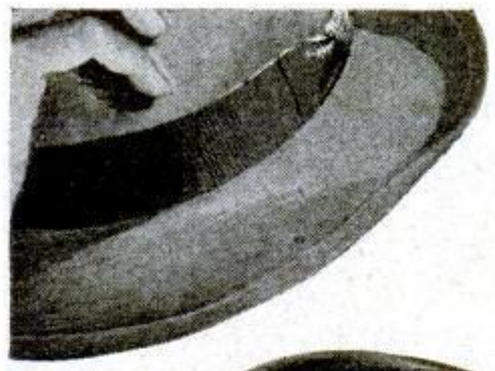
From a supply of permanent reference cards, the function of this one, already obsolete, is to translate oblong holes into round holes on a tape to be used by the next machine (*right*). Now one machine does the work of both and cuts stencils directly from the card.



STENCIL CUTTER

The last machine, now improved to eliminate the machine at left, swallows the cards, feels out holes in them and spits out a stream of small metal plates embossed with subscribers' names, addresses and code numbers which print addresses on the magazines.

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With hair like this,
you'll hear this:

"hello, handsome"



There's more to handsome hair than meets your girl's eye. Bosses have eyes, too. And while they're not apt to call you "handsome" ... they are going to size you up as a well-groomed young chap worth watching. And worth promoting. Promote yourself with ...

Vitalis and the "60-Second Workout"



Product of Bristol-Myers

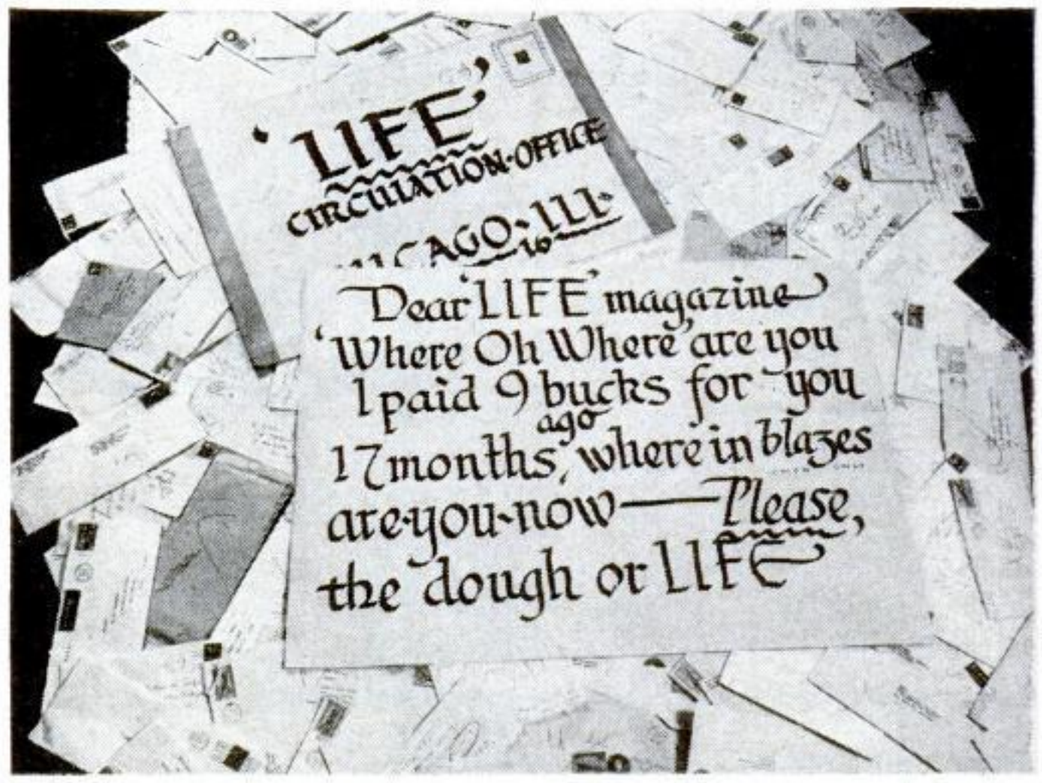
50 seconds to massage Vitalis on your scalp. Feel that clean, refreshing *tingle* as the alcohol in Vitalis stimulates your scalp. Feels wonderful! So different from the all-oil dressings. And the alcohol evaporates in split seconds! Leaves a fine protective film of pure vegetable oils evenly distributed over your hair and scalp. This prevents dryness, routs loose dandruff, helps retard excessive falling hair. Now, *10 seconds* to comb. You've got well-groomed hair with a natural lustre. No greasy look—Vitalis contains no mineral oil. At drug counters or barber shops ... Get Vitalis, *Handsome!*

SPEAKING OF PICTURES

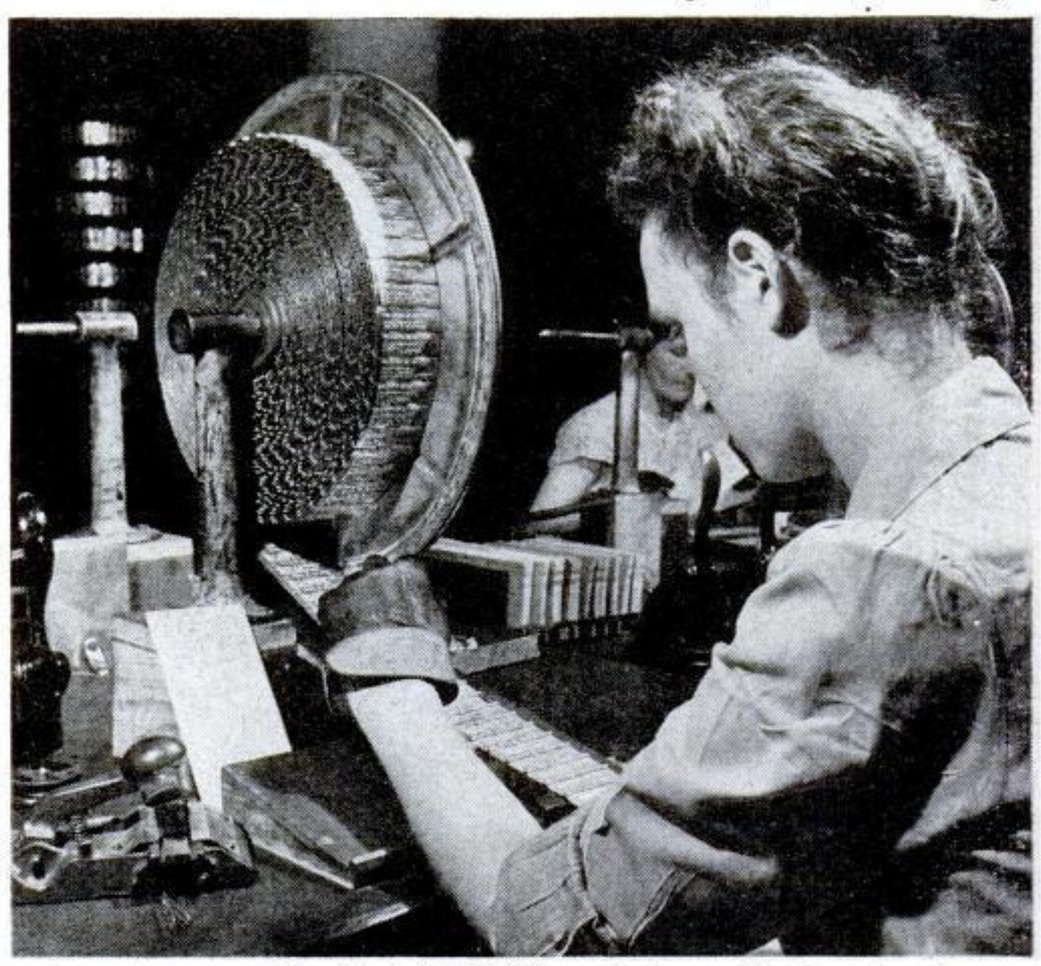
CONTINUED



MAIL GIRL staggers under a load of renewal orders. LIFE often receives more than 50,000 letters a day and gets about 127,000 address changes every month.



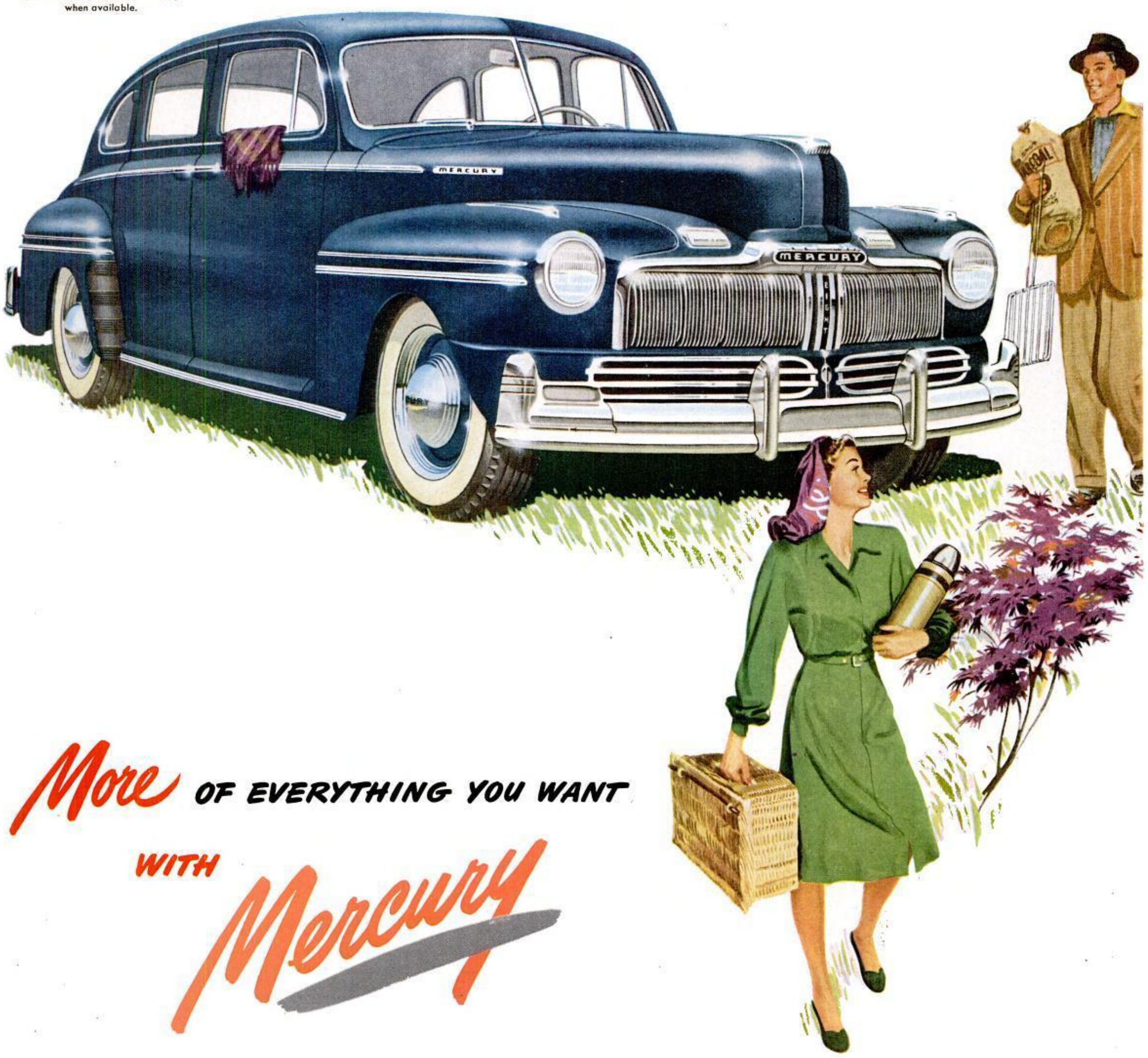
BIG BEEF dwarfs normal-size letters. During war one irate subscriber wrote on asbestos, another dared LIFE to misfile a letter pasted on a 2-foot shingle.



STENCIL REELS like this hold 26,000 metal plates with subscribers' names. The plates of all TIME, LIFE and FORTUNE subscribers would stretch 50 miles.

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White sidewall tires at extra cost, when available.



More OF EVERYTHING YOU WANT WITH *Mercury*

More fun ahead—in the car that gives you *more* of everything you want. Whether it's a picnic, taking the children to school, shopping, or driving home from the office—the hours spent in your Mercury are hours of solid motoring enjoyment.



More room—for luggage and passengers

Mercury is *big* all the way through—more storage space whenever you need it—more relax-and-stretch-out comfort. Six people ride easily in its broad, deep easy-chair seats.

Mercury is *handsome*—with a sleek modern look outside that's matched by an equally attractive interior. Every detail is designed



More style—smarter interiors

to blend into an all-over beauty that makes Mercury one of the most stared-after cars on the road today.

Mercury is *thrilling* to drive and ride in. It's so easy to handle, hugs the road so *safely*, levels out the bumps so *gently*, slows down to a stop so *surely*. Mercury is *thrifty*,



More pep—and a smoother ride

too—giving you more mileage, more dependability, month after month, year after year.

You owe it to yourself to see and compare this new Mercury. It gives you everything you want—*and more!*

MERCURY—DIVISION OF FORD MOTOR COMPANY

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Stay for Supper! We're having

CHATEAU CHEESE SIZZLERS!



BORDEN'S CHATEAU SIZZLERS

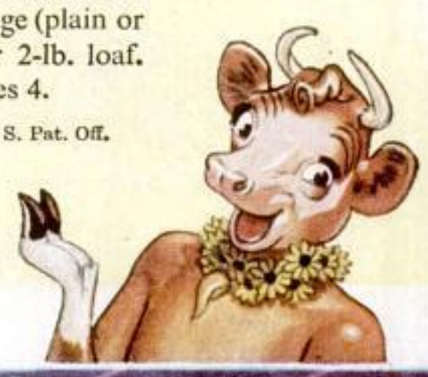
Tangy! Delicious! Here's how you make 'em!

4 English muffins or soft buns
1 3- or 4-oz. can deviled ham
or ¾ cup finely chopped ham
¾ cup chopped onion
1½ tablespoons butter
Dash of thyme, if desired
½-lb. pkg. Borden's Chateau, cut into 16 slices
4 tablespoons catsup

Spread ham on toasted muffin halves. Cook onions in butter till soft. Add thyme. Mix well. Spread over ham. Top each muffin with 2 slices of Borden's Chateau and catsup. (It's Chateau* that has that real good Cheddar cheese flavor!) Broil at low heat till cheese melts and is flecked with brown.

Serve piping-hot! What a wonderful blend of flavors! Chateau's zesty goodness comes from Borden's careful blending of fine aged and mellow-mild American Cheddar cheese. It spreads—slices—melts. The perfect cheese food for snacks and sandwiches—Welsh rabbits, sauces, soufflés.
½-lb. package (plain or pimento) or 2-lb. loaf.
Recipe serves 4.

* T. M. Reg. U. S. Pat. Off.





NIP! ZIP! AND A HINT OF HICKORY!

Here's a snack that out-snacks them all! Borden's *Smokey Flavor* Vera-Sharp Cocktail Spread on crisp crackers! This is a truly superb spread. Made from sharp, aged Cheddar cheese, well-seasoned with the flavor of hickory smoke. Keep a jar of Borden's Smokey handy for appetizing appetizers, between-meal snacks, and evening refreshments.



SAVE THIS ONE FOR DESSERT!

The last course of a meal is as important as the final movement of a symphony. And we know of no dessert so truly satisfying as Borden's Military Brand Camembert cheese. Its smooth, creamy heart has a rich mellowness—a subtle flavor that is Camembert's alone. With chilled fruit and toasted crackers, Camembert is an unforgettable eating experience! (Serve Camembert at its peak of flavor—when the center's soft and creamy yellow.)

© The Borden Company

Borden's Fine Cheeses

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

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PING GOES THE SPRING

Scientists of leading American watch company solve old problem. Eliminate commonest cause of mainspring breakage

When watches keep erratic time or suddenly stop and can't be wound, the cause often is *mainspring failure.* Steel mainsprings frequently lose power. Or, weakened by rust, they break.

Yes, mainsprings in closed watch cases can and do rust. High humidity with a sudden drop in temperature causes condensation of moisture. A tiny pin point of rust begins. And *there* is where the spring breaks.

But now the Elgin Watch Company has developed "Elgiloy" metal and from it a miracle mainspring: DuraPower*. The DuraPower Mainspring *eliminates 99% of repairs due to steel mainspring failures.* It retains its resiliency indefinitely, gives a steady flow of power for greater accuracy through the years. It *will not rust!* Only Elgin watches including Lord and Lady Elgins and Elgin De Luxe have the DuraPower Mainspring, and at no extra cost. Look for the symbol "dp" on the dial. Also at repair shops for replacement in many previous Elgin models. Elgin National Watch Co., Elgin and Aurora, Ill.; Lincoln, Nebr. *Patent Pending

For Your Bridge Club Nibblers



U-ALL-NO Richardson's AFTER DINNER MINT

Pure CANE Sugar plus Natural MINT for Flavor

Thos. D. Richardson Co., Philadelphia 34, U.S.A.

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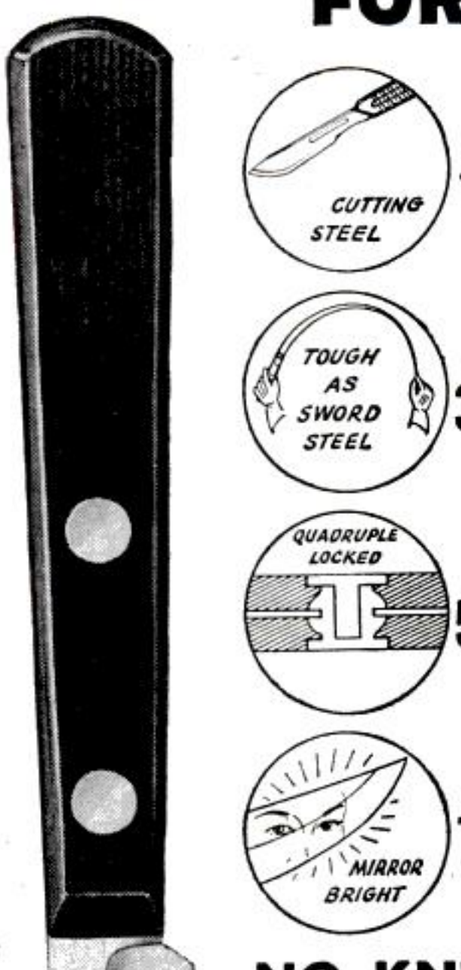


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FOR 7 GOOD REASONS:



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2 HI-ARC HOLLOW GROUND

3 ELECTRIC FORGE-TREATED CORRECT BALANCE

4 FOR PARING FOR CARVING

5 ANCHOR FAST RIVETS

6 ROSEWOOD HANDLES

7 POLISHED CHROME FINISH

NO KNIFE MADE CAN BEAT FLINT FOR SHARPNESS AND TOUGHNESS

Dull knives make kitchen tasks hard, make men mad, spoil the looks of the food.

Get the best steel you can get. Steel that is sharp. Steel that stays sharp.

That's what you get in Flint Vanadium Knives. Because this steel is hard and tough—surgical quality steel.

Quality chrome-carbon-vanadium alloy steel. Steel so hard and tough it is used in machine tools to cut steel.

Then hollow ground like a barber's razor to cut better and sharpen easier.

And chrome finished—polished bright as a mirror. To keep looking new.

Remember—for sharpness and toughness—you can't buy a better knife than a Flint Vanadium Knife—regardless of price.

Thanks to modern precision engineering Flint Knives can be reasonably priced.

Get Flint Knives at any hardware or department store. You'll be glad you did.

SPECIAL PRICE
REGULAR 75¢ VALUE TO MORE QUICKLY INDUCE YOU TO TRY FLINT KNIVES
PARING KNIFE NOW 59¢
NO MAIL ORDERS

A KNIFE FOR EVERY PURPOSE
Buy By The Piece Or Matched Set

Only The Genuine Has The Famous Flint Arrowhead

FLINT VANADIUM KNIVES

PRECISION MADE BY EKCO *Reg. U.S. Pat. Off.

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Starlets Tanis Chandler and Jan Ford vote for their favorites in the Gold Cross Shoe Hollywood fashion poll. Tanis Chandler will soon be seen in Hunt Stromberg's "Lured." Jan Ford in Eagle Lion's "Clementine."



Hedy Lamarr, glamorous Hollywood star, predicts fashion stardom for *all* the winners in the Gold Cross Shoe Hollywood Fashion Poll. "They have the grace," says Miss Lamarr, "the simple elegance, that are so much a part of the 'pretty lady' picture, this season."

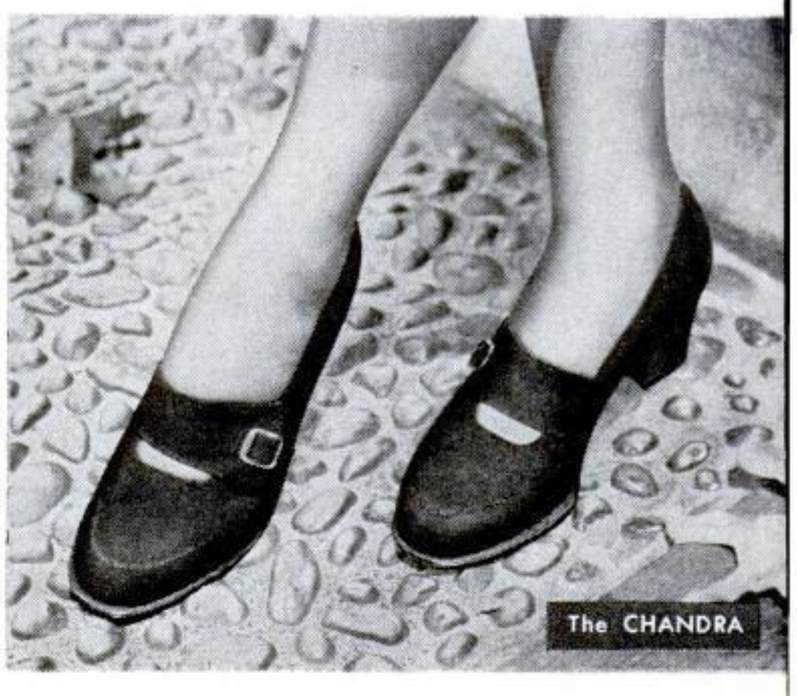
Paul Hesse, Hollywood's Glamour Photographer, Polls The *Stars and Starlets*

And here are the lovely, young GOLD (RED) CROSS SHOES they voted to play a leading fashion role, this fall.

ON STUDIO LOTS between scenes . . . at Ciro's . . . the Mocambo, at the Beverly Hills homes of the stars . . . Hollywood's glamour photographer, Paul Hesse, asked the question, "Which of the new Gold Cross Shoes for fall do you consider smartest? Which ones co-star most perfectly with the season's loveliest new fashions?" You'll find the Hollywood Fashion Poll winners on this page . . . and awaiting you at leading Gold (Red) Cross Shoe dealers from coast to coast. Every style Fit-Tested* to keep the swing of youth in your step. See them . . . see for yourself why more smart women wear Gold (Red) Cross Shoes than any other fine footwear.







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At the fashionable Mocambo, stars Hillary Brooke and Penny Singleton "screen test" the new Gold Cross styles, choose *The Prim* and *The Prado* for leading autumn roles. Hillary Brooke will soon be seen as co-star in Howard Hughes' "Vendetta." Penny Singleton is the popular star of the "Blondie" series on radio and screen.



On the set of a new picture, Cathy O'Donnell, last seen in Samuel Goldwyn's Academy Award winner "The Best Years of Our Lives," casts her vote for *The Lovelace,* a serene young shoe that matches the new fall drama.



At the busy RKO commissary, Betty Dieringer, Myrna Dell, and Virginia Huston take time out to name their first loves among the new Gold Cross Shoes: *The Patio, The Chandra, The Monty.* Betty Dieringer will soon be seen in RKO Radio's "If You Knew Suzy." Myrna Dell in "Fighting Father Dunne." Virginia Huston in "Out of the Past."

More smart women wear Gold Cross Shoes than any other brand of fine footwear in the world



GOLD CROSS SHOES

AMERICA'S UNCHALLENGED SHOE VALUE

THE UNITED STATES SHOE CORP. GOLD CROSS SHOE CINTI U.S.A. REG. U.S. PATENT OFFICE

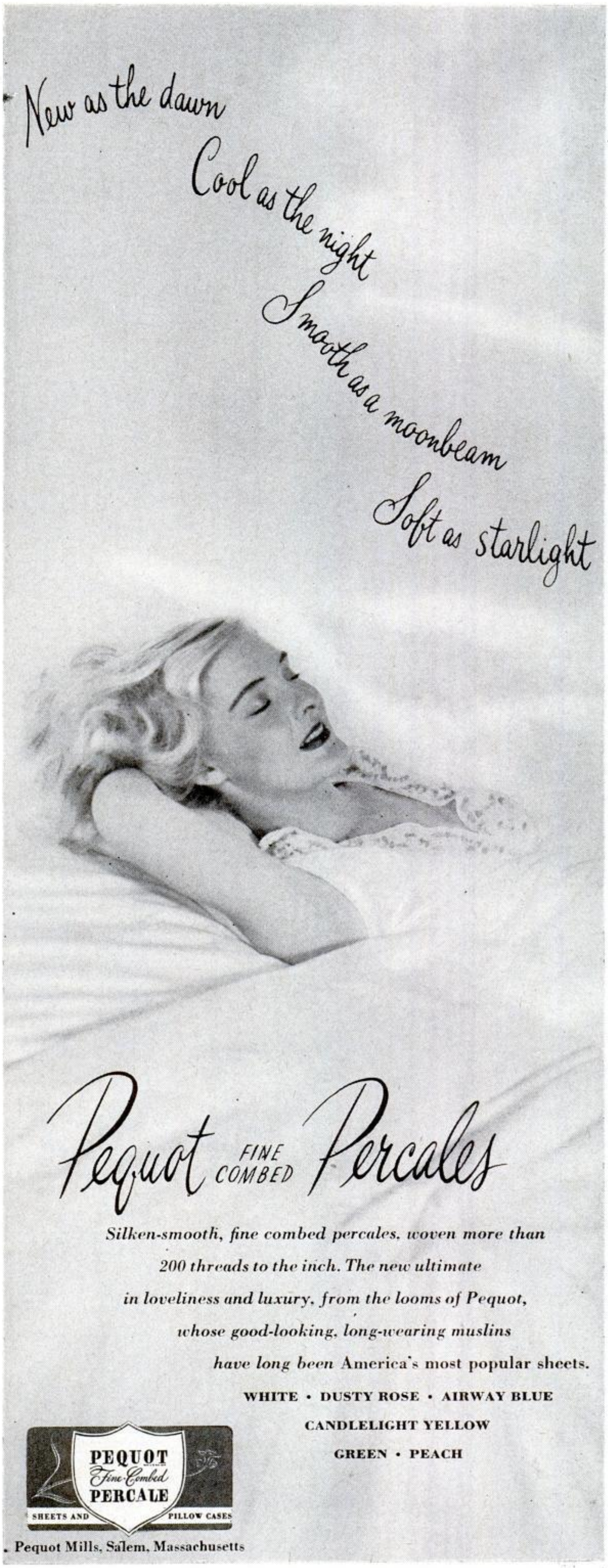
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LETTERS TO THE EDITORS

GIBSON GIRL

Sirs:

Gibson Girl clothes (LIFE, Aug. 25)! What a mess!

What has become of the millions of Miss Americas who for centuries have tried to captivate the male? To think of the years I spent in the Pacific, dreaming of the day I'd return to a barracks bag tied in the middle. So long, brother! I'm going back to New Guinea where a fella can see what he's getting.

J. E. MCCOSKER

Orange, N.J.

Sirs:

. . . Fashions which may have been very chic in 1890 in surroundings such as Saratoga could only be heralded as ridiculous in 1947. As a Skidmore student I can only scoff wholeheartedly at the idea of any college girl dressed in the ensembles shown in LIFE, and especially in the very unharmonious backdrop of the biology lab at Skidmore College.

HELEN JOY STIMM

Williamsville, N.Y.

Sirs:

I am certain that LIFE is trying to halt progress.

First there was a whole raft of articles about the "History of Western Culture" and that was followed by praise of 18th Century furniture. Thirty-three pages and four bromos later—Gibson Girl dresses!

I am 16 years old. If everything goes according to plan, by the time I am 40 I expect to go to the corner trading post, plunk down 15 pieces of wampum and take my purchase back to my cozy three-room cave. There I'll relax on a slab of marble and, while my pet grizzly bear purrs at my feet, I'll flip through 128 stone pages of LIFE.

MARVIN GROSSWIRTH

New York, N.Y.

PUERTO RICAN MIGRANTS

Sirs:

Your story, "Puerto Rican Migrants Jam New York" (LIFE, Aug. 25), hurt deeply our feelings with your false statements about our people.

Some of your facts are true, but most of them lack in sincerity and the only thing they do is to present us to the American people in a not real picture of our people and island.

Yes, I'm one of the many $80

CONTINUED ON PAGE 24

FOR THE CONVENIENCE OF LIFE'S NON-SUBSCRIBING READERS

To see life
To see the world
To eyewitness great events

I want to see LIFE *each week.*

PLEASE ENTER MY SUBSCRIPTION TO LIFE FOR
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the difference is new post-war

odorless cream hair remover

Now in tubes and in two sizes!

The difference between hairy legs and smooth, alluring ones is Imra! The difference between bad-smelling depilatories and a sweet, snowy-white cosmetic cream *in a tube* is Imra! The difference between razor nicks, stubby regrowth and a silken-to-the-touch finish is Imra! Just smooth it on. Rinse it off. One application does the complete job. What a difference! At cosmetic counters

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GUARANTEED WATERPROOF



TESTED AND COMMENDED PARENTS' MAGAZINE CONSUMER SERVICE BUREAU

Available in popular qualities to meet every need

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Guaranteed by Good Housekeeping

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Who is she?

This woman whose look is so naturally fresh? It can be you—if you know that invisible, creamy-white DuBarry Foundation Lotion protects your skin...lasts through the day. Use Foundation Lotion as have thousands of DuBarry Success School* graduates for a perfect make-up base...a look so lovely that men whisper..."Who Is She?"

**The DuBarry Success School offers you a free Success-O-Plan. Get your copy of this easy-to-follow plan to greater loveliness from your DuBarry dealer.*



DuBarry Beauty Preparations

by Richard Hudnut New York • Paris

Don't miss Jean Sablon...every Sunday afternoon over CBS.

Suit by Nettie Rosenstein.

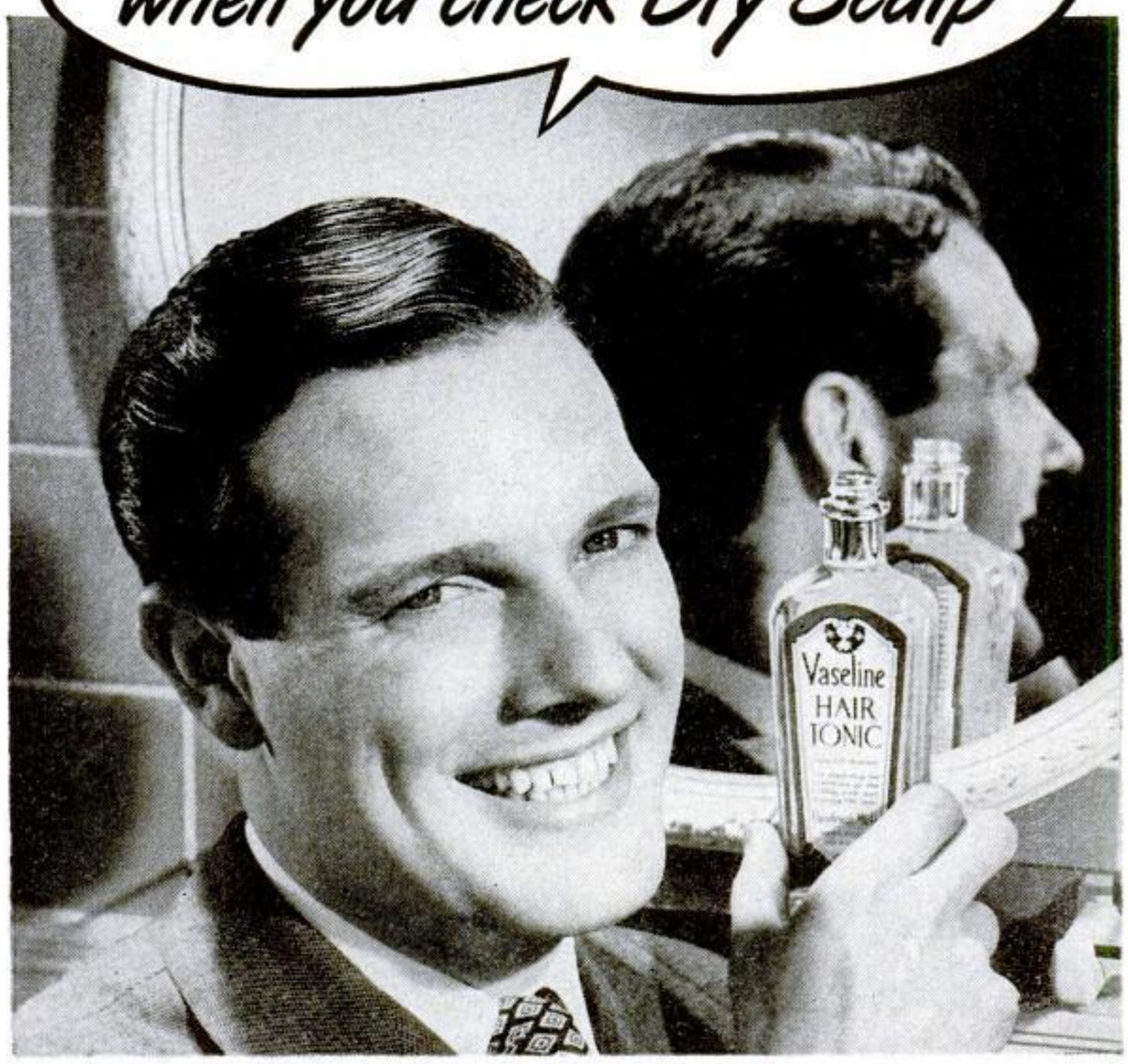
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oh-oh, Dry Scalp!



"...HOW CAN A MAN expect to be a business success without *looking* like one? Unruly, lifeless-looking hair . . . and loose dandruff on his coat, too . . . Well, he may be a 'wrong number' now—but wait till I tell him about 'Vaseline' Hair Tonic!"

Hair looks better... scalp feels better... when you check Dry Scalp



IT'S A GREAT FEELING to know you look well-groomed, and you *can*—with just a few drops a day of 'Vaseline' Hair Tonic. It makes a big difference in your hair's appearance. Checks loose dandruff, too. 'Vaseline' Hair Tonic contains no alcohol or other drying ingredients . . . is just the thing with massage before every shampoo. It's double care . . . both scalp and hair . . . and more economical than other hair tonics, too.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Used by more men today than any other hair tonic

LETTERS TO THE EDITORS

CONTINUED

plane riders who have come here, but when I left Puerto Rico I wasn't starving nor facing disease. I was employed, earning as much as $80 monthly, which is nearly the average income of the poor class.

Yes, we face unemployment, as a lot of Americans are facing right here. That's nothing new. But we aren't starving as the article says.

Most Puerto Ricans come here to continue higher studies, others seeking good employments, and still others to join the Merchant Marine, but as a matter of fact we were better off in P.R. than here in Spanish Harlem. Here we face unemployment and diseases never heard about in P.R.

I'm from Ponce, where you pictured a poor section found in any big city, but why you didn't tell your photographer to take some views of the commercial section or either of the dwellings of the average Puerto Rican living at Ponce or anywhere else? You want to present us to the American people as an illiterate, sick and starving people. I could do the same as your photographer did by getting a camera and take some of your stinky Bowery bums or the junkers pounding New York's streets or the lazy tramps sleeping on the sidewalks or in the subway (you couldn't get those sights in P.R.), but I don't because, beside those poor sights, you got a lot of nice and wonderful sights to be taken and also because we feel proud to be American citizens as well as Puerto Ricans.

EUGENIO QUEVEDO

New York, N.Y.

Sirs:

You made clear a very important point. No matter what their living conditions are in New York, "the newcomers" are much better off than if they had remained in Puerto Rico. I came from Puerto Rico and lived in Spanish Harlem.

Puerto Rico is a black hole of misery, disease and dirt. The people who remain there don't dare look at the future; the past is too sad to remember; the present is what you showed.

AIDA MORALES

New York, N.Y.

Sirs:

. . . It is difficult to find any basis in fact for the statement in your issue of Aug. 25 that "generations of ruthless exploitation of the land for the sake of one crop, sugar, have reduced the Puerto Rican economy to beggary."

Most competent observers are agreed that by growing sugar cane Puerto Rico is making the best possible use of its land and that the real reason for the island's economic difficulties is the rapid increase in population, for which the growing of sugar hardly can be held responsible.

The island's population has increased from 950,000 in 1900 to an estimated 2,150,000 today, a gain of 125% in 47 years.

Official U. S. Census Bureau figures show that there is no more land devoted to sugar today than was the case nearly three decades ago but that the productivity of such lands in terms of sugar has increased from 400,000 to nearly 1,100,000 tons in the meantime, an increase of 175%. Average wage rates in the same period have risen fully 200%.

Thus the sugar industry has brought about a notable addition to Puerto Rico's income and is largely responsi-

CONTINUED ON PAGE 27



Wagon-Wheel Stripe "Jackinac"

Wagon Wheel Stripes have rolled right into the sportswear spotlight. Here they are in the popular and roomy "Jackinac." Black stripes on Scarlet, Kelly, or Gold — in water-repellent, brushed virgin wool. Men's sizes. See your Lakeland dealer—or write for his name.

Lakeland Mfg. Co. • Sheboygan, Wis.



NON-SLIP SOLES FOR MOCCASINS

- - - that last the life of the moccasin itself!

No other moccasin sole gives such non-slip safety in woods, on rocks, logs and wet grass . . . in canoes and boats. For every member of the family, in all sizes from tiniest tots' to largest men's. .



CORDED to add wear - won't slip

Look for TRADE GRO-CORD MARK

ON NEW SHOES — TO RENEW SHOES

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Nashua—now brings you a really NEW kind of blanket



Look—ALL these advantages!

Warmer than many blankets costing up to twice as much

Deep, fluffy nap—cloud-light

Guaranteed moth-resistant! Your money back if damaged by moths within 5 years

9 gorgeous colors and pure white

Washable in mild suds

Extra long—7½ feet

So warm—so light—unsurpassed colors



During the war over a million lucky women discovered that a Nashua Purrey* blanket has everything they want in a blanket. Now it's ready for the millions more who want a luxury blanket at a budget price. Years of prewar research went into the construction of this "wonder" blanket. The result: a patented,** scientific balance of 88% rayon, 12% wool that makes a Nashua blanket cozily warm without weight—gives you the loveliest colors you've ever seen in a blanket, and pure white that *stays* white. See them in the blanket department of your favorite store.

*Reg. U. S. Pat. Off. **Patent 2,208,533

—and only $6.95

SLIGHTLY HIGHER IN THE WEST

Nashua ALSO MAKES BLANKETS OF COTTON AND MIXED FIBERS . . . NASHUA COMBED PERCALE SHEETS . . . NASHUA HEAVY-DUTY MUSLIN SHEETS . . . INDIAN HEAD COTTON

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Its cleaner, brighter **Taste** means

cleaner, brighter teeth!

New Pepsodent,

the only tooth paste

containing **Irium**, removes

the film that makes your teeth

look dull — uncovers the

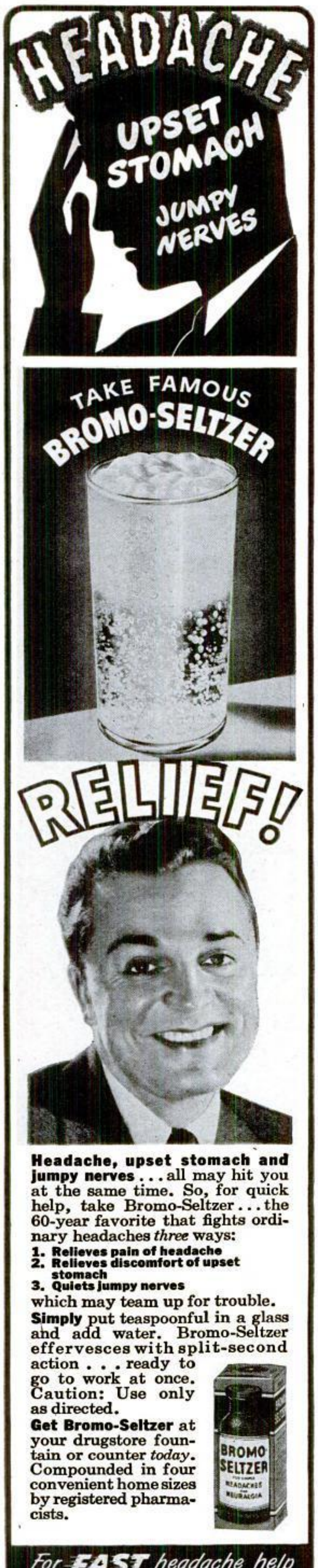
natural brilliance of your smile!



Use Pepsodent twice a day —
see your dentist twice a year

A Product of Lever Brothers Company

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LETTERS TO THE EDITORS

CONTINUED

ble for the fact that the living standards of the island's people, though low compared with average U.S. standards, are well above those of any other Caribbean area. . . .

MANUEL A. DEL VALLE
President
Association of Sugar Producers
of Puerto Rico
San Juan, Puerto Rico

18TH CENTURY FURNITURE

Sirs:

Your interesting article on interiors and furniture ("The Golden Age of Furniture," LIFE, Aug. 25) gives the impression that period design is here to stay for most of us. While new concepts and discoveries are rapidly changing the shape of the world, some of our valiant furniture manufacturers, assisted by LIFE, will stem the tide at the threshold of our homes so that there at least, in womblike safety, the vestigial remains of the 18th Century will guard home, sweet home, against the outer world. Is it possible?

HAROLD BARTOS
New York, N.Y.

Sirs:

Don't you think it would have been a good idea if the writers of the "Golden Age of Furniture" had read T. H. Robsjohn-Gibbings' *Good-bye, Mr. Chippendale* first? Then, perhaps, they mightn't have tried so hard to give us back antiquity!

C. MARIE OUELLETTE
New York, N.Y.

Sirs:

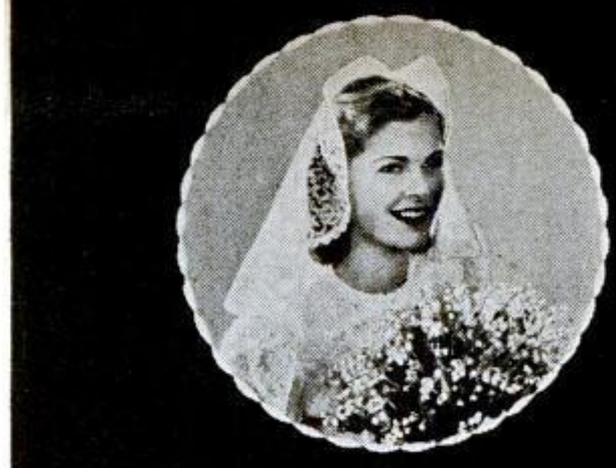
Congratulations on your brilliant digest of 18th Century décor. How right LIFE is in emphasizing the fact that the 18th Century dilettante "whored, fawned and stank." But what a pity LIFE did not go a little further and point out as I did in my book, *Goodbye, Mr. Chippendale*, that designwise the 18th Century also stank, as many brilliant 18th Century men admitted.

Take Horace Walpole, for instance, who certainly was nobody's fool. To Horace, Chippendale's work was "bastard Gothic" and "mongrel Chinese." As to that bed at Osterley Park to which you gave a full color page, did you know that Walpole said it looked as if it were "decorated by a milliner?" And how right he was! And did you know that the work of Robert Adam was described by Walpole as "gingerbread and fan-painting?" And again, how right he was!

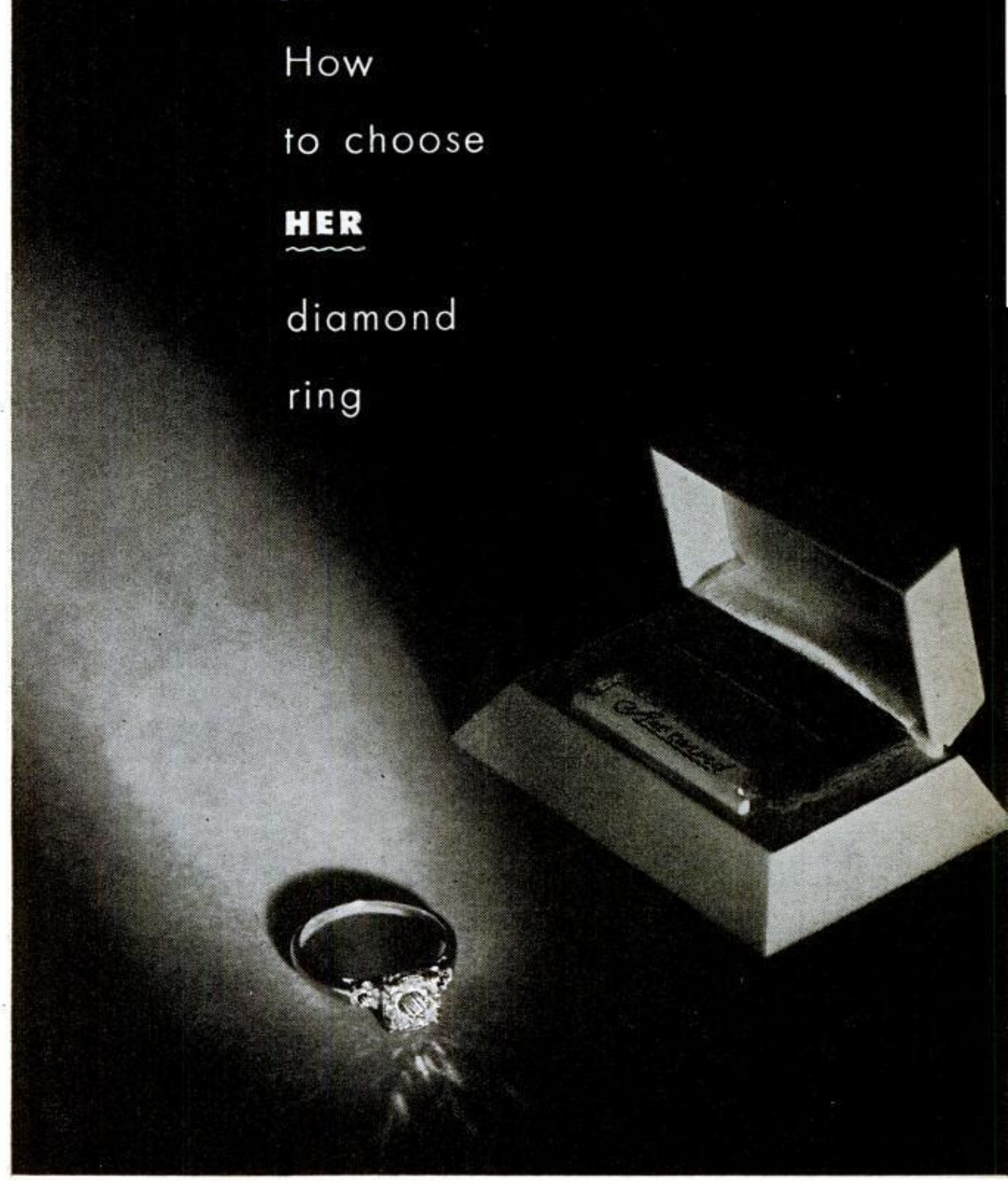
Incidentally the "big three," Chippendale, Hepplewhite and Sheraton, were pretty frank themselves about the fact that they were catering to the fashionable grandomania of the landed gentry. Chippendale admitted he was designing for the "most fashionable taste"; Hepplewhite admitted he "followed the latest, almost-prevailing fashion only." Indeed, by the time Sheraton arrived, Chippendale and Hepplewhite were already out of fashion. In Sheraton's own words, Chippendale and Hepplewhite had, "through change of fashions, become obsolete."

LIFE says at the end of the article that the young generation now buying contemporary American furniture will, when they are rich enough, go back to traditional pieces. This is purely an assumption on LIFE's part. The young generation now buying the

CONTINUED ON NEXT PAGE



How to choose HER diamond ring



Careful men contemplate the purchase of a diamond without any of their usual confidence. They'd gratefully exchange a little of their knowledge of gearshifts or team scores for a briefing on color, clarity, and cutting that would help them choose a diamond wisely.

Such men should remember to look for the name *Art-Carved* . . . in the ring, on the tag. If they do, jewelers will respect their judgment . . . women will applaud their fine taste.

Every diamond in a genuine *Art-Carved* ring was selected and cut by *Art-Carved* experts, then brought to you in hand-carved rings which are individually created by *Art-Carved* goldsmiths.

For your protection, every *Art-Carved* ring is recorded and guaranteed by America's oldest and largest ringmaker, so look for the name *Art-Carved** . . . in the ring, on the tag.

FREE! We'll gladly send you the new booklet of information about diamonds and ring making. "How to Select Your Diamond Ring." Write today to J. R. Wood and Sons, Inc., Dept L-6, 216 East 45 Street, New York 17, N. Y.

Box design patent applied for. *Trade Mark Reg.

Art-carved
RINGS BY WOOD
NEW YORK · LONDON · AMSTERDAM · ANTWERP



BELOVED BY BRIDES FOR ALMOST A HUNDRED YEARS (1850-1947)

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What a mattress! It's a Sealy



Look Fresh...Feel Fresh

SLEEP ON THE Sealy TUFTLESS INNERSPRING

You can enjoy deep-down refreshing sleep on a Sealy Mattress.

- The Sealy Tuftless Innerspring gives you healthful support your doctor would approve. You don't sink into a hollow—you sleep comfortably *on* your Sealy.
- You can turn and move easily in your sleep, letting every tired muscle get its own delicious rest.
- You'll feel no bumps on Sealy's smooth tuftless surface.

Ask your dealer to show you the Sealy Tuftless mattress, famous for sleeping comfort since 1881. It is guaranteed for 10 years against structural defects.



$49.50
Matching Box Spring $49.50

Sealy INC.

666 Lake Shore Drive Chicago 11, Illinois

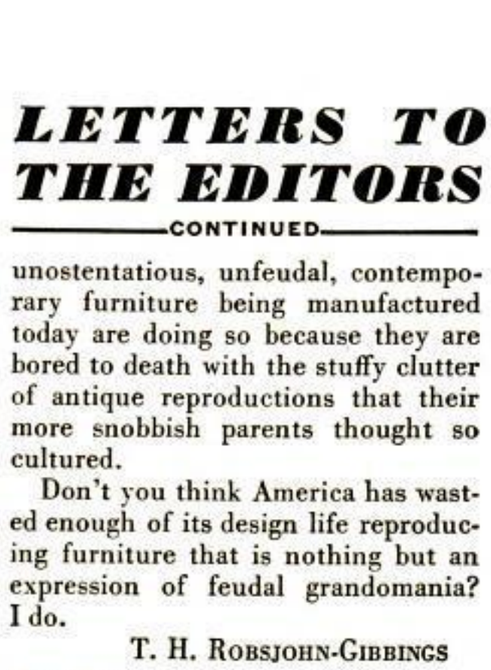
LETTERS TO THE EDITORS

—CONTINUED—

unostentatious, unfeudal, contemporary furniture being manufactured today are doing so because they are bored to death with the stuffy clutter of antique reproductions that their more snobbish parents thought so cultured.

Don't you think America has wasted enough of its design life reproducing furniture that is nothing but an expression of feudal grandomania? I do.

T. H. ROBSJOHN-GIBBINGS
New York, N. Y.



● Eighteenth Century Author Horace Walpole's castigation of Chippendale was on somewhat different grounds from those of Author-Designer Robsjohn-Gibbings (*above*). While Robsjohn-Gibbings devises and uses furniture of only contemporary design, Walpole was a great admirer of the Gothic style (even designing the Gothic cabinet below) —a period which was just as feudally grandomaniacal to the 18th Century as the 18th Century is to Robsjohn-Gibbings.—ED.



FRESH AIR

Sirs:

Cheers for the editorial, "Fresh Air!" (LIFE, Aug. 25). . . . I've always thought seersucker suits as much a ground for divorce as the old-fashioned nightshirt. . . .

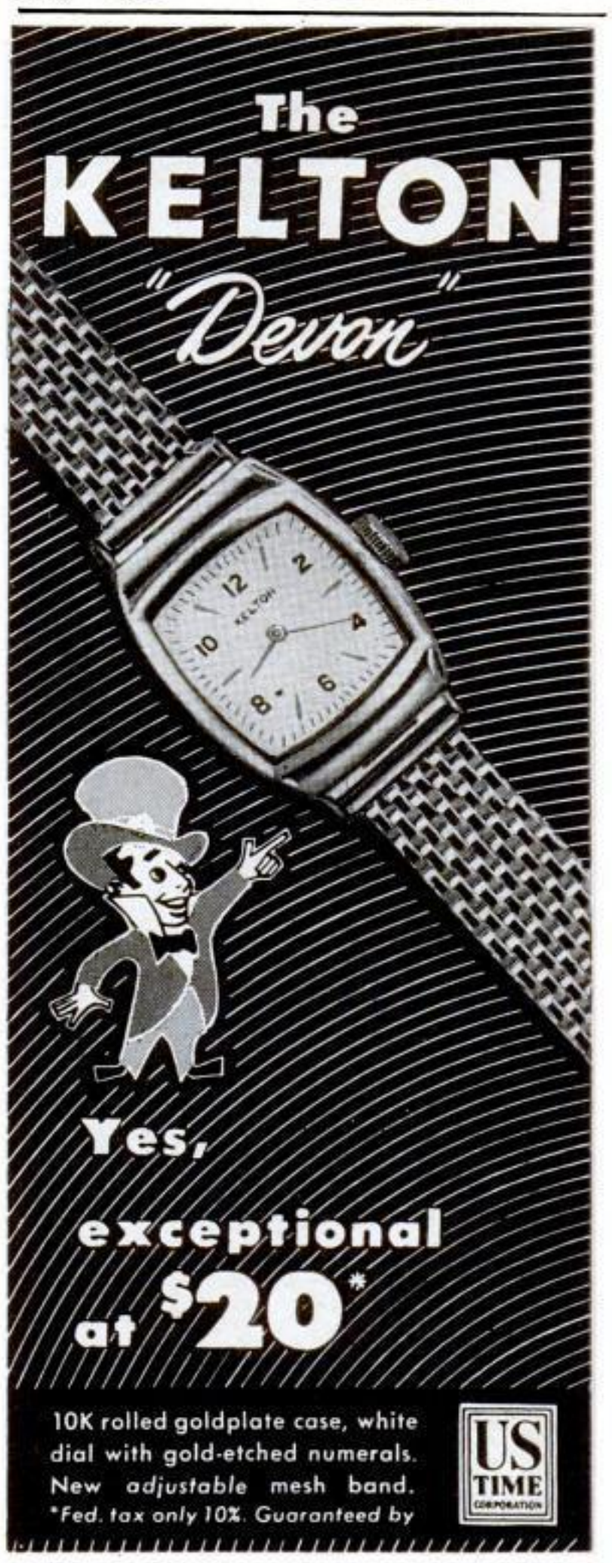
MURIEL FULLER
New York, N.Y.

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A Famous Extra-Good New England Feast

Delicious . . . with true, old-time flavor. Really baked (not steamed) *all day long* with juicy pork and spicy sauces . . . "Down East" in Portland, Maine. Burnham & Morrill Company.





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HERE'S WHAT WOMEN SAY THEY WANT MOST IN A VACUUM CLEANER!



1. "I'm short and rather slight—so *I* want a vacuum cleaner that's light in weight! One I can guide around —steer under furniture—carry upstairs without wearing myself to a frazzle."

▶ **General Electric gives it to you!** A new de luxe upright model—*lightest weight* of all top-selling cleaners. So perfectly balanced it fairly glides along. Two-speed switch to save wear and tear: low for scatter rugs, light pickups—high for thorough weekly cleaning.



2. "The most important thing to me is ability to clean! With three small youngsters, I need a machine that eats up dirt. Gets not just lint and surface specks, but gritty ground-in dirt tracked in by the kids."

▶ **General Electric gives it to you!** Its newly designed—*fully tufted*—brush coaxes out stubborn dirt quickly, gently. By a touch of the toe, you can raise or lower nozzle for perfect cleaning contact on rugs of varying thickness—thanks to exclusive G-E regulator.



3. "To me, the worst part of housework is emptying the vacuum cleaner afterward. First thing *I* look for is a bag that's easy to empty. One that doesn't spill out dirt and dust the minute you disconnect it!"

▶ **General Electric gives it to you!** A specially constructed bag, napped on the inside to prevent dirt from seeping through while cleaner is in use. *Wide-opening accordion top* to make emptying fast and easy. Dirt trap to prevent spilling when bag is removed.



4. "For years I've gotten along with an old-fashioned cleaner. Now, I want all the conveniences money can buy! Spotlight, adjustable handle—all the little extras that make cleaning go so smoothly."

▶ **General Electric gives them to you!** A wide-angle spotlight. King-size bumper. Unbreakable plug. Kinkless cord. *Handle that can be lowered* for under-furniture clearance. Condenser to cut down radio static. Streamlined styling in smart maroon and silver.



5. "My husband wants me to have a machine that will stand up! One he won't have to tinker with and oil. So *I'm* going to be sure it's made by a company that's really tops in the electrical field."

▶ **General Electric gives it to you!** A superbly efficient cleaner. Designed by skilled engineers. Manufactured by the world's *most experienced* makers of electrical appliances. Cleaner is quiet, powerful, never needs oiling. Every part pretested for dependable service.



6. "I'm a great one for shopping around. I want the cleaner that gives me most for my money! Not necessarily the cheapest one, but the one with the best features, the greatest cleaning power for its price."

▶ **General Electric gives it to you!** Compare it feature by feature with any other cleaner, and you'll know by your own observation that General Electric is *your best buy!* De luxe model, $74.95. Other uprights from $54.95. Ask your retailer for a demonstration.

GE VACUUM CLEANERS

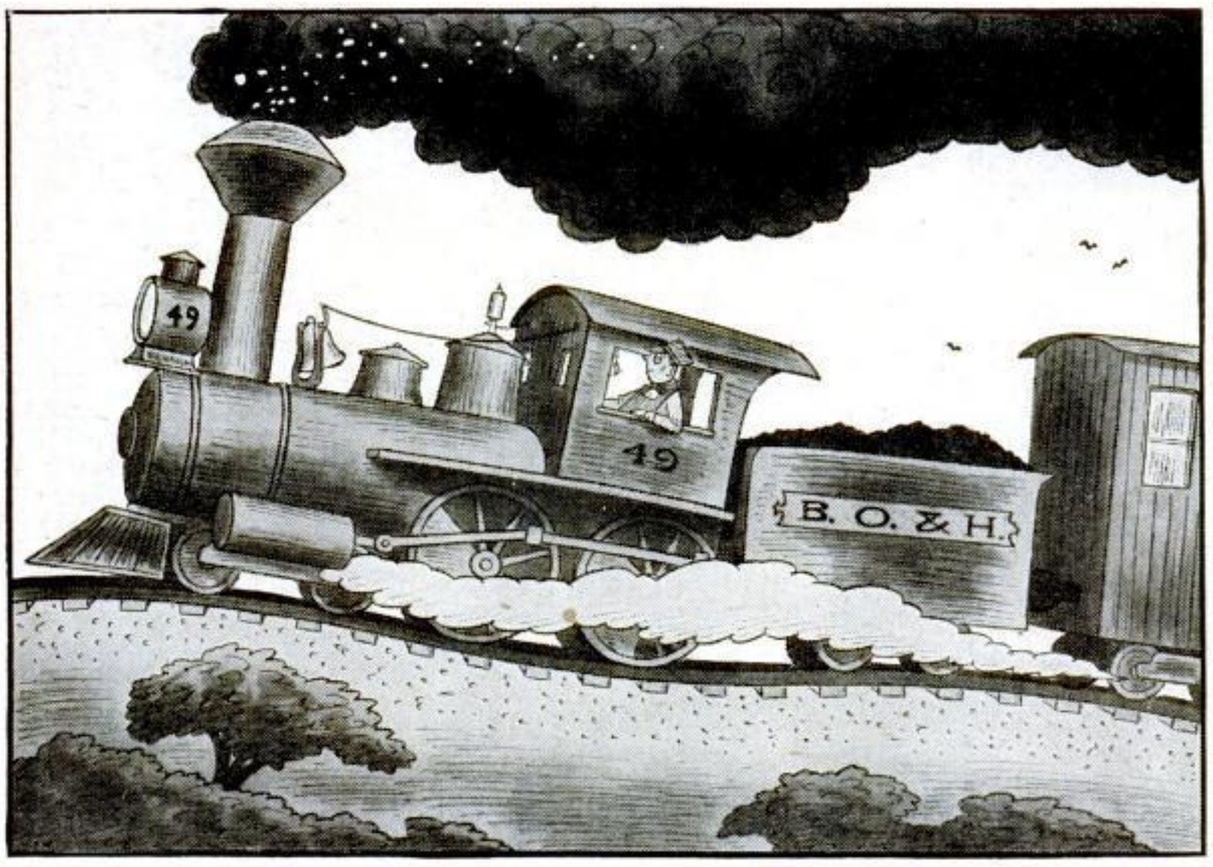
Approved by Underwriters' Laboratories, Inc.

In tank-type cleaners, too, General Electric is a wonder buy! See the new "Airflo" model with complete attachments for floor-to-ceiling use. General Electric Company, Bridgeport 2, Connecticut.

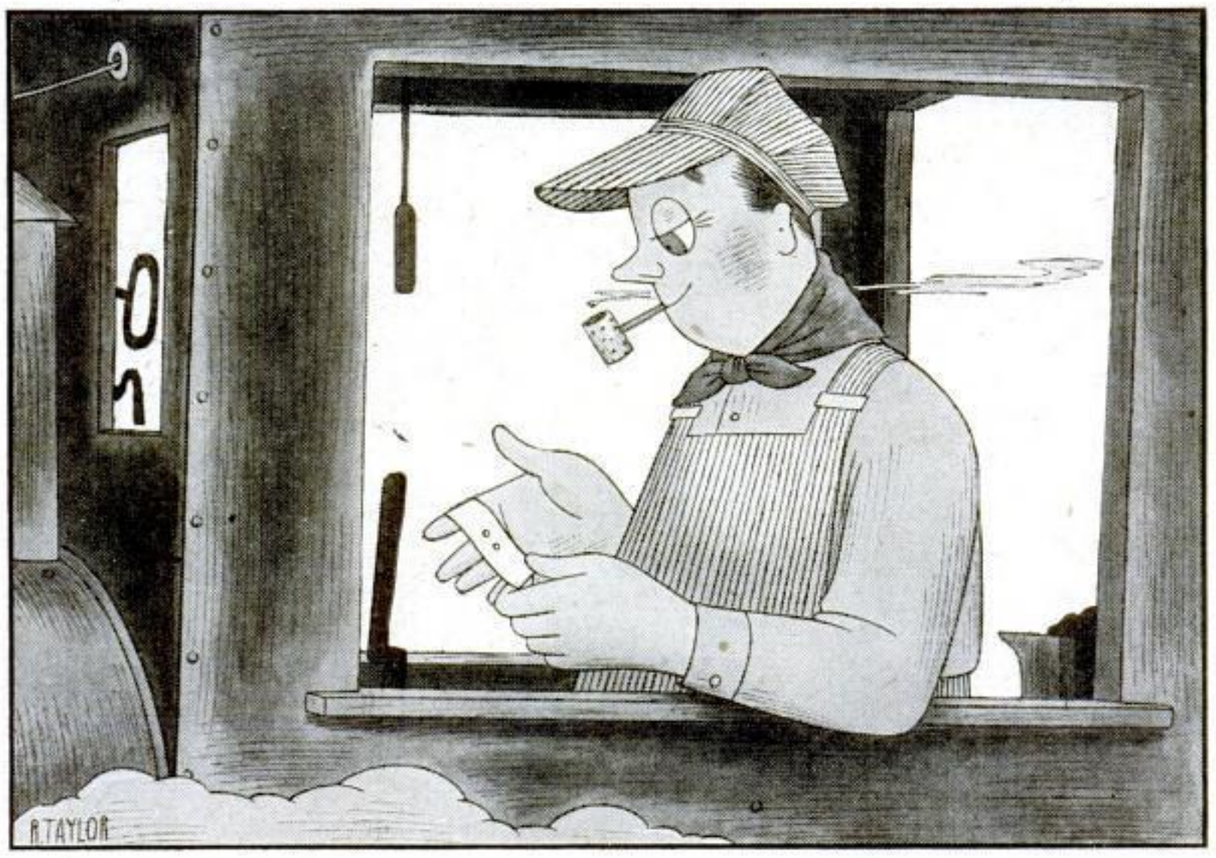
GENERAL ELECTRIC



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All trains aren't streamliners!



All adhesive bandages aren't BAND-AID*

BAND-AID IS MADE ONLY BY Johnson & Johnson





It's Johnson & Johnson quality that has earned for BAND-AID Adhesive Bandages the confidence of millions.

More families use BAND-AID Adhesive Bandages—more doctors recommend them than any other brand.

Every bandage comes to you sterile, sealed in an individual envelope. Keeps out dirt; helps prevent infection, avoid irritation. Cost? Less than a penny each!

Keep one box at home—one at work.

*BAND-AID is the registered trade-mark of Johnson & Johnson or its adhesive bandage.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

My warmest, not to mention humid, congratulations to LIFE for getting fresh air into men's trousers. We complain that women are slaves to fashion but at least they are responsive to change. Men are not. They have not altered the basic design of their clothes since they discarded powdered wigs. . . .

WILLIAM H. RODGERS
New York, N.Y.

Sirs:

From the sweltering hotbox that is Baltimore, one more blessing upon you for your editorial, "Fresh Air." Spearhead the attack on the tailored concentration camp, and thankful millions of males will raise a statue of your editor—in shorts.

A. ARMSTRONG
Baltimore, Md.

TONY LANCE

Sirs:

Last Christmas I had the pleasure of selling Tony Lance, the blind veteran of your story (LIFE, Aug. 25), the gifts he was buying for his family and friends. Mr. Lance asked to see some jewelry—and I mean "see" in a manner that is a great tribute to himself, nature and his instructors. I took out a tray of pins of fancy and intricate design—some too fancy to be in good taste. With his fingers Tony touched and chose. His fingers roamed over the entire selection and his choices were perfect.

LESTER CHERUBIN
New York, N.Y.

STOVE

Sirs:

Would you be so good as to conjugate the verb "to stove" which you used in "Speedboat Race" (LIFE, Aug. 25). Coming from the New Hampshire-Maine area, perhaps I should know; but even here there is some debate as to whether it is

stave, stove, stuv
or
stiv, stave, stove.

WENDY NEEFUS
Durham N.H.

● It is stave, staved (or stove), staved (or stove).—ED.

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HERE'S HOW WITH A . . .

WOW!



ADD **FRENCH'S WORCESTERSHIRE SAUCE** TO TOMATO JUICE FOR A

WOW of a **COCKTAIL**

Quick—Easy to make this delicious appetizer. Just add a few grains salt and pepper, a teasp. of French's Worcestershire Sauce to each glass of tomato juice—mix and **serve very cold.**

NO BETTER WORCESTERSHIRE AT ANY PRICE



Lovely JOAN MURRAY, selected as Miss Stardust of 1947, now a Walter Thornton Pin-Up Girl.

★ Stardust Life-Insured Slips will not sag, twist or ride up, thanks to their clever 4 gore cut. In fine acetate rayon crepe, with double bra top, adjustable straps and extra-strong, double-stitched flat seams. Made by Stardust, Inc., Empire State Building, New York 1, N.Y. In New Lengths

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In a class by itself!

When this exquisite porcelain was created in 1820, the two most important ingredients of superb coffee were lacking. We mean fine roaster-fresh coffee, and Custom Grinding to precisely the right fineness. Today, you get both when you buy A&P Coffee. It's sold in the fresh, flavor-sealed bean, then Custom Ground exactly right for your coffeemaker. The result is a richer flavor that puts this coffee in a class by itself. No wonder A&P Coffee is America's favorite by millions of pounds!

America's most popular coffee
— none finer in any package at any price!

A&P COFFEE
AT ALL A&P FOOD STORES



Fine glass, exquisite porcelain and elaborate bronze scrolls make this antique coffeemaker a collector's item. Made in France, about 1820.

A&P

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PRELL The New Radiant* Creme Shampoo in a Tube!



PRELL REMOVES DANDRUFF IN AS LITTLE AS 3 MINUTES!

LEAVES HAIR *Radiantly* CLEAN *Radiantly* SMOOTH



HERE'S WHAT THEY SAY ABOUT PRELL

DAD: That tube's so handy! Prell's just dandy! And a little goes so far!

MOTHER: No waste, no drip . . . no spill or slip . . . For youngsters it's a star!

BROTHER: And after Prell, I know all's well. My scalp feels really clean.

SISTER: You just can't hope —with any soap—For hair with such a sheen!

AUNTIE: It's safe they say, for every day—For my dry hair, it's swell!

ALL: Hair radiant, bright . . . no dandruff in sight, when we shampoo with Prell!

Really thrilling! Yes—new, different, wonderful Prell is *thrilling*. This marvelous emerald-clear *Radiant-Creme* shampoo leaves your hair so *shiningly* radiant . . . and *free* of ugly, embarrassing dandruff. Doctors' examinations proved that Prell removes unsightly dandruff in as little as three minutes—and proved that regular Prell shampoos **control this dandruff!**

And thrilling Prell leaves your hair so *soft,* so sleek and smooth—and yet so manageable . . . easy to set and to arrange. It's the perfect shampoo for *every* kind of hair and hair-do. No more messy jars or slippery bottles to break either—Prell comes in **such a handy tube.** Women . . . men . . . teen-agers and children all find Prell a joy to use—get a tube of this new, different, Radiant-Creme shampoo *today!*

*T. M. REG. U. S. PAT. OFF.

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LIFE

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Vol. 23, No. 11 — September 15, 1947

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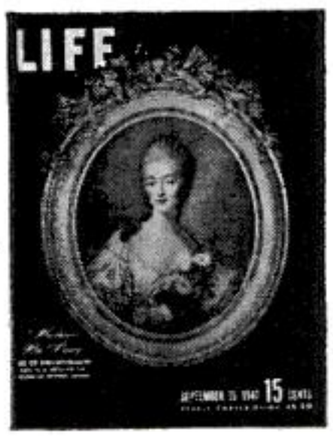
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LIFE'S COVER

Madame Jeanne Bécu du Barry, said to be the illegitimate daughter of a French monk, became the sixth of the seven official mistresses of King Louis XV of France. A Paris courtesan, she was living in the gambling house of a Count du Barry when the king's valet introduced her to Louis. In 1769 she was installed officially in the palace. The fact that Du Barry could rise to such heights is typical of the Age of Enlightenment (*pp. 75–94*), when a woman's wit and beauty could sway the courts of Europe. When the age ended, this same pretty head, here painted by François Drouais, fell to the guillotine.

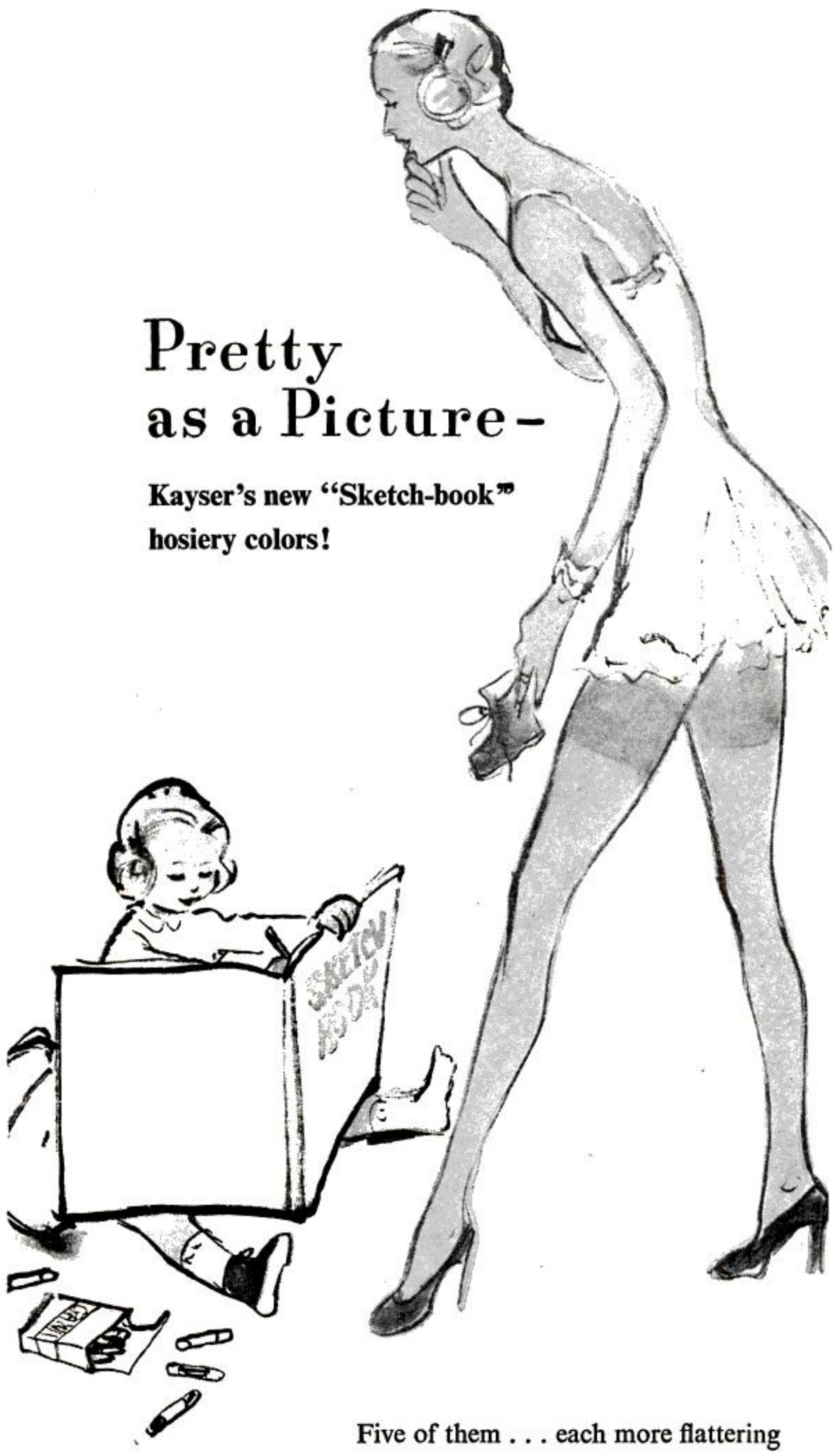
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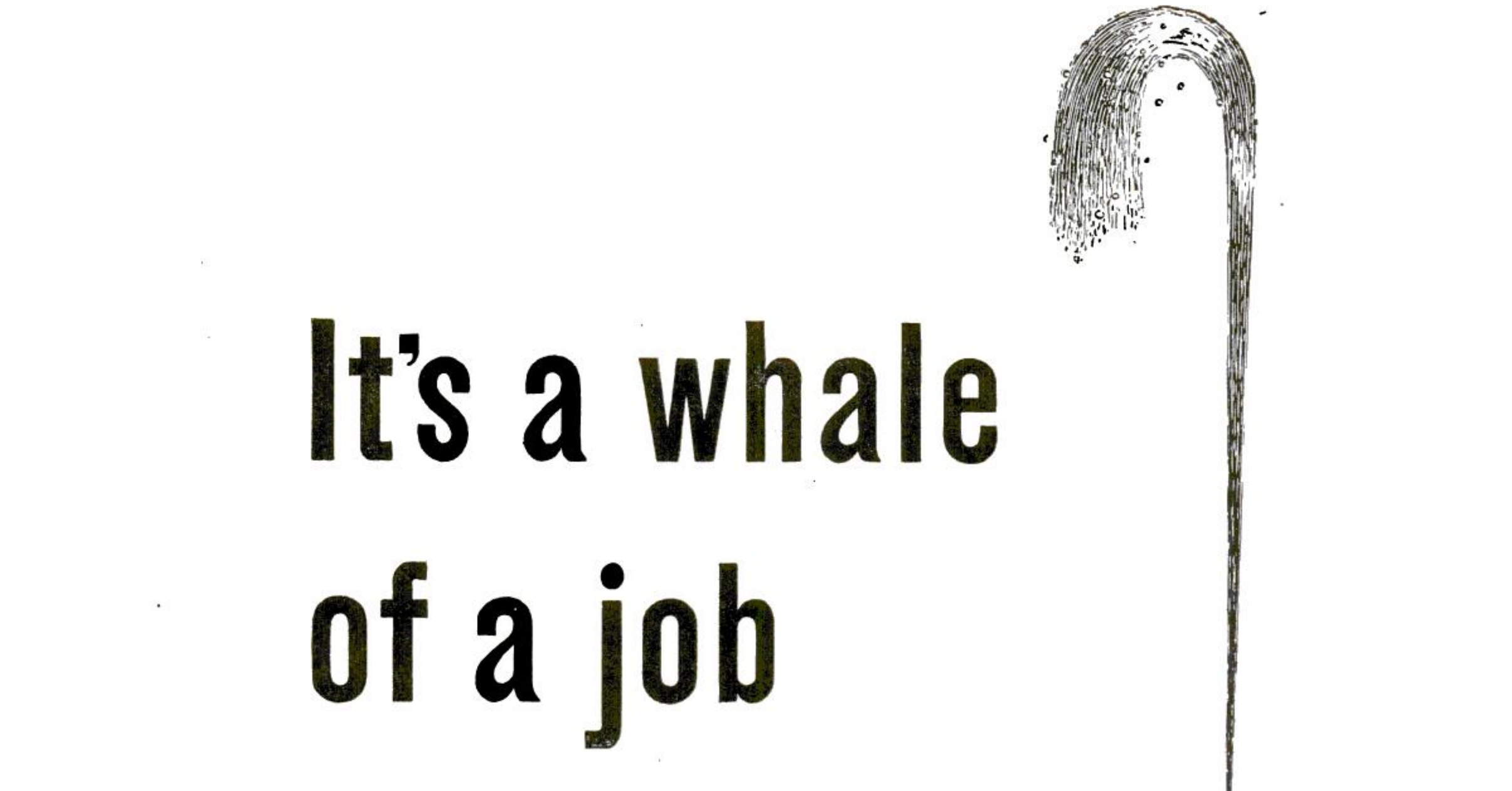
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LIFE

Vol. 23, No. 11 September 15, 1947



PRESIDENT TRUMAN TAKES PRESIDENT DUTRA OF BRAZIL ON A GUIDED TOUR OF THE U.S.S. "MISSOURI," ANCHORED OFF RIO DE JANEIRO IN GUANABARA BAY

TRUMAN AND U.S. WIN FRIENDS AT RIO

In Rio de Janeiro last week U.S. foreign policy and a U.S. president, Harry Truman, both scored conspicuous successes. The President flew down to the Brazilian capital and made two speeches. One was at the Inter-American Defense Conference. The other was at a joint session of the Brazilian congress. Impressed by his friendliness and not unimpressed by his nation's power and wealth, the Brazilians showered Truman with ticker tape, applause, cheers, cocktail parties and formal banquets. He was a social success and he loved it.

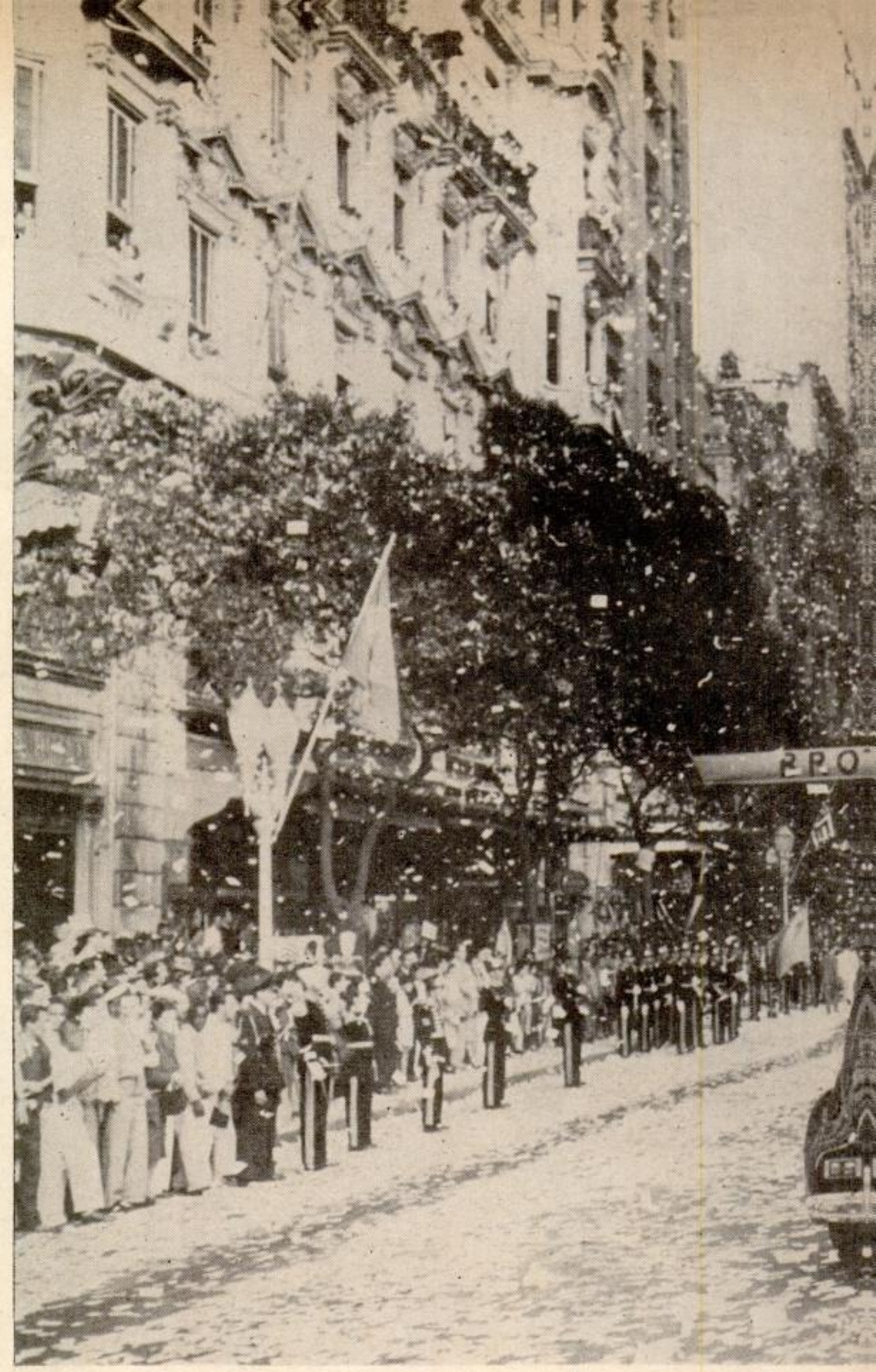
More importantly there was success on the diplomatic front as well. After nearly three weeks of behind-the-scenes persuasion and negotiation the defense conference wound up with 19 American republics signing a pact mutually to resist attack by any nation outside the hemisphere—or by any member nation within the hemisphere. Argentine proposals to treat internal and external hemisphere actions on a separate basis were finally overruled. The statesmanlike result was the first regional agreement (representing about one half of the world) ever signed under the terms of the Charter of the United Nations.

Secretary of State Marshall and Senator Arthur H. Vandenberg, key figures in U.S. bipartisan foreign policy, both flew back to the U.S. to report to the nation. In a broadcast Marshall told Americans, weary of international bickering, that the Rio conference was "one constructive international development in a world sadly in need of such encouragement." Vandenberg, as chairman of the Senate's Foreign Relations Committee, seconded Marshall's report, adding that "the results exceed our fondest expectations." Both emphasized that the pact was within the framework of the United Nations. They and the peoples of the Americas obviously hoped the show of solidarity at Rio would serve as a good example to the veto-ridden U.N.

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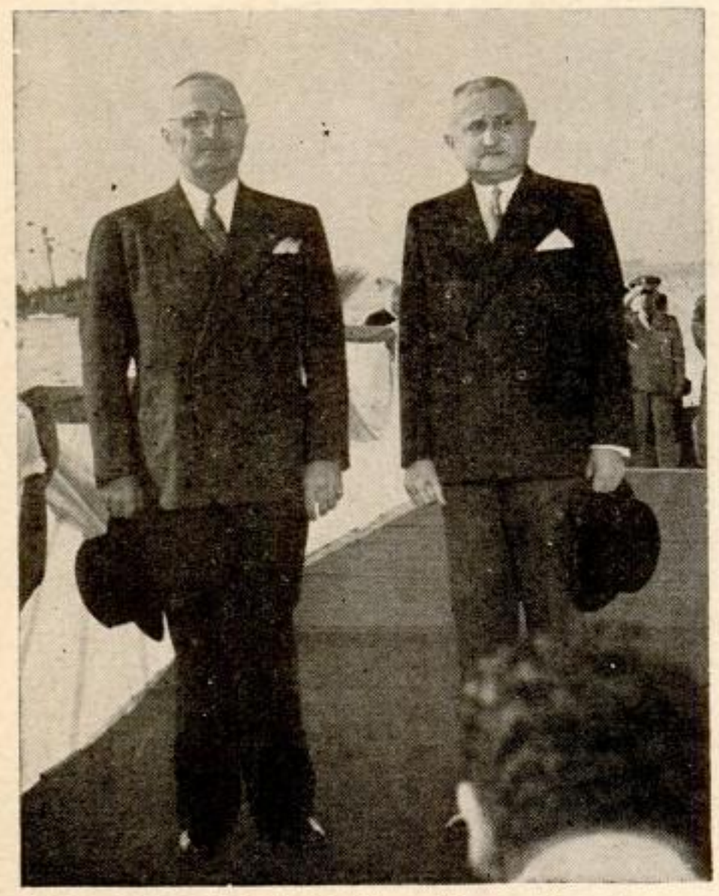
SECRETARY MARSHALL waits at the airport for the President's plane to land. Behind him are Mrs. Pawley (*left*), wife of the ambassador to Brazil, and Mrs. Marshall.



CONFETTI SHOWER welcomes President Truman as the official cars move along one of Rio's flag-bedecked main thoroughfares. Easily a million turned out, and the

BRAZILIANS GIVE A WARM WELCOME TO GOOD NEIGHBOR HARRY TRUMAN

Harry Truman, his wife and daughter and aides, arrived in his new personal DC-6, *Independence*, 10 minutes ahead of schedule on Sept. 1. After appropriate greetings from U.S. and Brazilian brass, the Trumans were driven to the U.S. embassy through Rio streets jammed with well-wishers and lined with a guard of honor. At the embassy the President worked on his speeches, climbed a thousand feet up Corcovado Mountain with his physician, Brig. General Wallace



TWO PRESIDENTS of two biggest American republics pose together on ramp to the Touring Club.



TWO FRIENDS, Margaret Truman and Senhora Edi Pereira, board a launch shortly after arrival.



TWO FIRST LADIES. Mrs. Truman and Senhora Dutra, ride in the parade in a car just behind that of their husbands (*right*).

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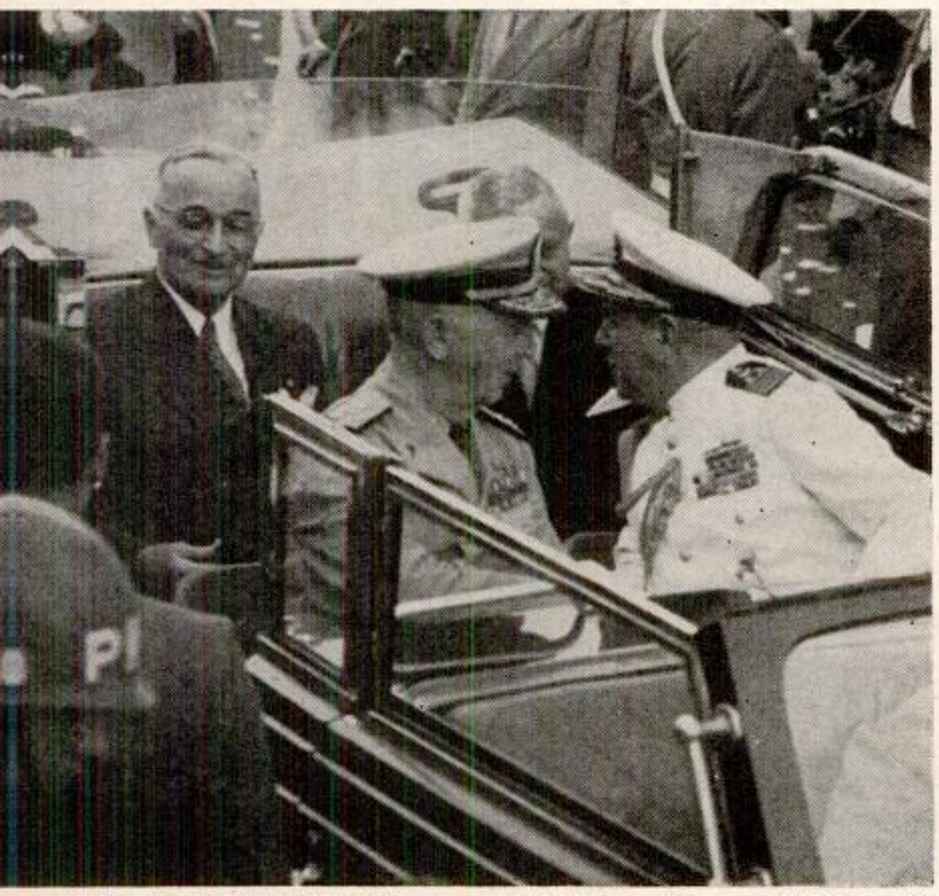
President's pictures were posted all over the city. Signs and banners in Portuguese and in English spelled out such warm sentiments as, "YOU ARE IN BRAZIL'S HEART."



FORMAL ADDRESS by President Truman winds up Inter-American Conference at Quitandinha Hotel. Looking on is Brazil's wily, aged Foreign Minister Raul Fernandes.

Graham, who is also an orchidologist. They found six orchids, one in bloom.

Everything went well in Rio except the weather, which was muggy and wet. After three days at the embassy the Trumans moved into the million-dollar government guesthouse, Laranjeiras Palace. Mrs. Truman only brought along two evening dresses for three formal affairs and had another flown down from Washington. She and Margaret went shopping and bought $45 alligator bags for themselves and several wooden donkeys as gifts to take home. Margaret, as could be expected, went to Rio's ornate opera house to hear *Tosca*. Unexpectedly the President slipped in during the second act and received a wild ovation. He was cheered enthusiastically wherever he went, grew tired of being serenaded by the *Missouri Waltz* but perked up visibly when Brazilian Foreign Minister Fernandes told him, "You have won the hearts of our people."



FOR THE PARADE Truman and Dutra, Admiral William D. Leahy and one of Dutra's aides crowd into the back of an open car.



MARSHALL SIGNS defense pact for U.S. as Senators Vandenberg and Connally await their turn.



FERNANDES CONGRATULATES Marshall after the signing ceremony. As host, Brazil signed last.

CONTINUED ON NEXT PAGE

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ABOARD U.S.S. "MISSOURI," with Sugar Loaf Mountain in background, dignitaries stand at attention as Brazilian anthem is played after presidential reception. President Dutra of Brazil, in uniform, is behind Secretary Marshall. Warrant officer (*right*) is saluting with left hand. Regulations specify use of right hand "when possible."



THE LADIES chat on *Missouri*'s quarterdeck during reception. Left to right are Mrs. Truman, Senhora Carlos Martins, wife of Brazil's ambassador to the U.S., Margaret Truman, Mrs. Marshall, Mrs. William Pawley, wife of the U.S. ambassador to Brazil. Buffet luncheon was served for conference delegates, their wives and Brazilian guests.

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PRESIDENT TRUMAN WAVES TO RIO DE JANEIRO
FROM THE STERN OF MOTOR LAUNCH "MARAMBAIA"

EDITORIAL

U.N.: A BALANCE SHEET

EVEN THOUGH IT CANNOT PREVENT WAR, IT CAN STILL DO SOMETHING ABOUT BUILDING PEACE

A group of foreign-affairs experts, relates Anne O'Hare McCormick, were discussing the manifold evidence that the world is going to hell in a handbasket—the British crisis, the Greek crisis, the Chinese crisis, the European crisis, etc., etc. Someone asked, "What is the most alarming development in the world today?" There was 100% agreement on the answer: the decline of public confidence in the United Nations. "If the U.N. worked, or even gave evidence that it could work, all the other problems would be soluble."

Along Manhattan's East River, where U.N.'s stately new home will soon arise, a project to beautify the surrounding area got nowhere because it would have displaced, among other buildings, a branch YMCA used for layovers by railroad men. Said a trainman, "Why don't they make U.N. work before they try to make it beautiful?"

This week the 55 nations who comprise the General Assembly of the U.N. meet two years after U.N.'s founding. Instead of the high hopes and promises attending its birth, the Assembly meets amid serious proposals that the whole organization be scrapped or overhauled beyond recognition. Congressman Eaton, chairman of the House Foreign Affairs Committee, wants to kick Russia out of the U.N. at once, which is tantamount to junking the charter. Has U.N. no function, no future at all?

The Veto

The most discussed cause of U.N.'s eclipse is the overuse of the veto by Russia. Of 20 vetoes which stopped action by the Security Council these last two years, Russia cast 18, France 2. The veto is now being used for the most trivial and selfish reasons. Russia, whose record includes seven vetoes in a single week, has used it to bar Italy, Ireland and Portugal from admission to the U.N., to keep prying eyes out of the Balkans and otherwise to shield Communist imperialism. The Assembly, where the veto doesn't operate, last year besought the Council to adopt some self-denying bylaws about the use of the veto. But the veto, or the threat of it, has prevented action even on that. No wonder the Security Council has become a laughingstock as a war-preventing body.

To say that U.N. has failed because of 20 vetoes, however, would be comparable to what the drunken driver told himself. At a bend in an open parkway he struck the one lone tree, backed away, tried again, struck the same tree. He tried again and again, maybe 20 times. Then he gave up, muttering, "Losht! Losht in an impenetrable forest."

To most intelligent critics, it was clear from the moment the veto was first proposed at Dumbarton Oaks that the Security Council, so limited, would never be more than a military alliance. If the alliance were to last, so would peace; if not, U.N. could do nothing about it. Full of vision, victory and vodka, the Big Three had publicly assured everyone they would be friends forever. Privately they put some Philadelphia lawyers to work and came up with the veto; but Stettinius, Gromyko and the rest promised that this was a mere formal safeguard of sovereignty. "It is not to be assumed," said the Big Five jointly, "that the permanent members . . . would use their 'veto' power willfully to obstruct the operation of the Council."

It is now plain that these verbal assurances were—verbal assurances. It is not U.N.'s fault that the military alliance has fallen apart. The weakness in U.N. was there from the beginning. If there was reason to support U.N. in 1945—and there was—there may be reason to support it now. So let us ignore the veto tree for a moment and see whether the surrounding forest is really impenetrable.

Other Uses

Those who saw through the veto were the first to pin their hopes on U.N.'s peace-building rather than on its war-preventing possibilities. The Economic and Social Council and its subsidiaries were to study and combat hunger, poverty and the world's economic frictions. The Educational, Scientific and Cultural Organization was to hack away at religious and racial intolerance and set standards of world thought and feeling. These bodies cannot point to any great concrete achievements as yet, beyond the intellectual sweat of hundreds of meetings and a few careful formulas and resolutions. But that is not failure. They are setting goals and creating machinery which ought to shape relations between peoples (if not between their governments) for a whole era. Two years is not too long for a beginning.

The lives and opinions of the world's peoples (as distinct from their governments) is the most promising area in which U.N. works. The charter relies heavily on a well-informed world opinion. The concept of U.N. as a forum, where international differences can be aired in public and judged by the public, has been thoroughly validated by events.

A year and a half ago Gromyko stalked from the chamber where the U.N. was hearing Iran's case against Communist usurpers in Azerbaijan. But the hearings went on, and people in Calcutta, New South Wales and Kansas began looking at maps of Azerbaijan and wondering what the Commies were up to. Shortly thereafter Moscow recalled its troops from Iran.

In Indonesia, U.N. at least found a formula to keep a spotlight on an unhappy situation. In Palestine the report of a U.N. commission in favor of partition (an idea which the British proposed nine years ago) will give the weight of disinterestedness to a solution which would otherwise seem imposed. These and a host of other problems—British troops in Egypt, our own Pacific trusteeships, atomic-energy control, etc.—are before the General Assembly and therefore before that embryonic but powerful abstraction, the conscience of the peoples of the world. Because the Assembly exists it is a little easier for the concerned citizen to tell truth from falsehood, greed from sense, than it would be otherwise. Says John Foster Dulles, who was among the first to write off the Security Council but has attended all meetings of the Assembly, "Every speaker before the Assembly is acutely conscious of the fact that many millions of people are watching and judging. . . . Almost always different governments presented their positions otherwise than they would have done had they been meeting in secret. . . . That is a fact of great moment."

And So?

What Dulles and all U.N.'s well-wishers hope is that this focus of opinion will gradually translate itself into a source of world precedents and customs, and so of world law. International law is not so plentiful that we can dispense with any possible source of it.

As for the veto-bound Security Council, where public opinion is so nearly powerless against Communist resolution, that too must be tolerated for some time to come. Those who would give it up must first consider the alternatives. The alternatives are either no international forum at all, or a full federal government of part or all of the non-Russian world. Despite the growing strength of the world government movement, the latter proposition has not yet been accepted or adequately debated by the American people. It is only two years since Senator Vandenberg, returning from San Francisco after signing the U.N. charter, assured his colleagues that "the flag stays on the dome of the Capitol." Until we are readier to merge our sovereignty with our neighbors', knowing which neighbors and on what basis, we had better not cut the slender ties that still hold the nations together.

So for what it is—a forum and opinion-mobilizer—and for what it may become—a source of law and canon of behavior—we must preserve and support U.N. Every individual in the world has a responsibility in this, for each is a unit of opinion. To the extent each is informed, and his judgment is moral, he determines the effectiveness of U.N. and such progress as can still be made toward peace.

PICTURE OF THE WEEK: ➔

At Whitehaven, on the northwest coast of England, the 135-year-old William coal mine threads for seven treacherous miles beneath the Irish Sea. There, last month, 117 miners were trapped by an explosion. Only 13 got out alive; the other 104 died in Britain's worst mine disaster in 13 years. While rescue teams searched the colliery to bring out the last of the bodies, sorrowing widows and children of the missing miners stayed up night after night to greet the dawn from a seaside cliff (*opposite*).

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THE WIDOWS AND CHILDREN OF TRAPPED BRITISH MINERS WATCH
AT DAWN FOR BODIES TO BE TAKEN FROM UNDERSEA COLLIERY

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SAVAGE RELIGIOUS RIOTS PLAGUE TWO NEW GOVERNMENTS IN INDIA

In India last week ragged lines of refugees stretched out for endless miles over the hills and along the riverbanks and canals in the Punjab. Like the Sikhs and Hindus, whose weary march is recorded across the top of these pages, they were fleeing from butchery by fanatics. After India was divided on Aug. 15 into two British dominions, an arbitrary boundary was stretched across the Punjab. Millions of Moslems who were trapped on the Hindu side of this boundary banded



AT TRADE UNION CONGRESS, BEVIN SUGGESTS REDISTRIBUTION OF U.S. GOLD



FUEL MINISTER (CENTER) AND STRIKERS



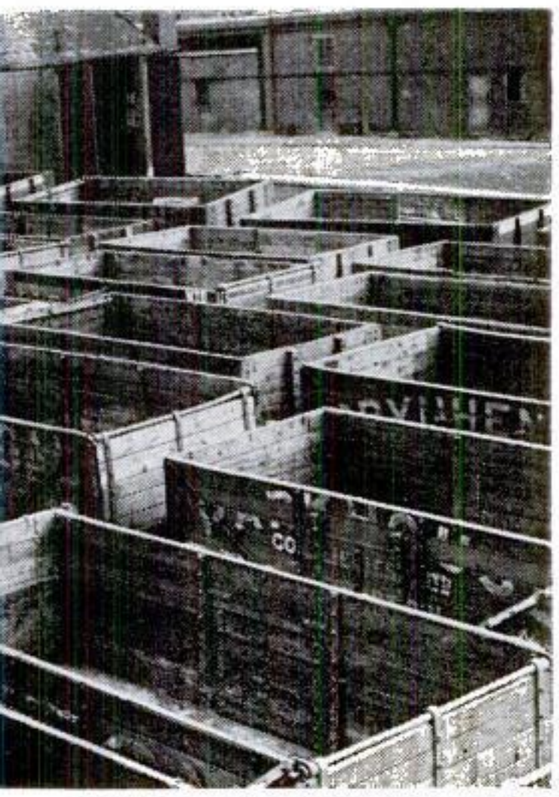
EMPTY CARS STAND BY YORKSHIRE

FEWER DOLLARS AND MORE STRIKES AGGRAVATE CHRONIC BRITISH CRISIS

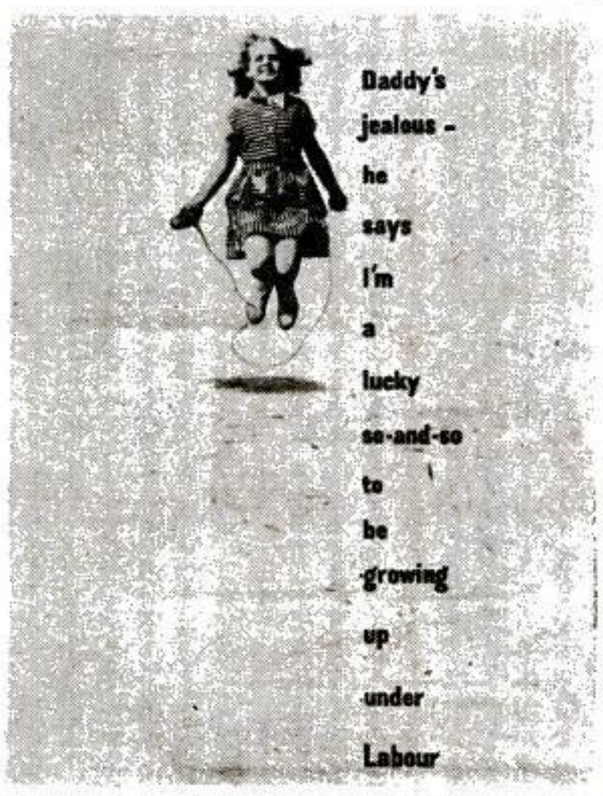
In Britain last week Englishmen could thank Providence that they were out of bloody India, but they still had their own nightmare at home. "I know," began worried Foreign Secretary Ernest Bevin (*above, left*) at Southport, "that America will be upset at what I am about to say, but I have always got to upset somebody." Then he went on to suggest that the U.S. "redistribute" its $12.5 billion hoard of gold at Fort Knox in order to aid world, and British, recovery.

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together and tried to cross into Pakistan. Millions of Hindus and Sikhs, similarly trapped in Pakistan, tried to cross into India. In the divided territory men, women and children fought with pickaxes, hammers, knives, stones and torches, creating scenes of murder and torture worse than India has ever seen before. Many of the Sikhs, who belong to a militant religious sect which is an offshoot of the Hindu, had seen service in the British army and brought m litary tactics into the civilian slaughter. In three weeks between 80,000 and 150,000 people had perished. As the fighting went on Elder Statesman Gandhi began one of his remarkable hunger strikes in Calcutta and brought a temporary truce to the communal killing there. But there seemed to be no real promise of an end to the slaughter in other parts of the vast subcontinent until the last columns have found refuge in their own territory or died in agony on the way.



MINES AS COAL WALKOUT SPREADS



LABOR POSTER IS UNCONSCIOUSLY IRONIC



LOVETT (LEFT) GETS FIRSTHAND REPORT ON EUROPE FROM GEORGE KENNAN

One of the reasons for Mr. Bevin's nonsensical suggestion was the British coal crisis, which grew worse as more than 50,000 miners walked out of the pits of Yorkshire in protest against the government-decreed increase in the amount of coal each man must dig. Despite the pleas and exhortations of Fuel and Power Minister Emanuel Shinwell (*above, second from left*), the miners refused to return to work. This gave the Tories a chance to chortle at sanguine Labor Government political posters which cheerily maintained that everything was lovely. But in Washington, U.S. Under Secretary of State Robert Lovett released a report on Europe that contained no shred of humor for any man. Unless the U.S. steps in immediately with emergency loans, which may have to be voted by a special session of Congress, the economies of Britain and other European nations will collapse before next spring, when the Marshall Plan may go into effect.

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DALLAS EGG RACE WAS RUN OVER OBSTACLES CALLED "RENT," "CLOTHES," "FOOD," "HUSBAND'S BEER"

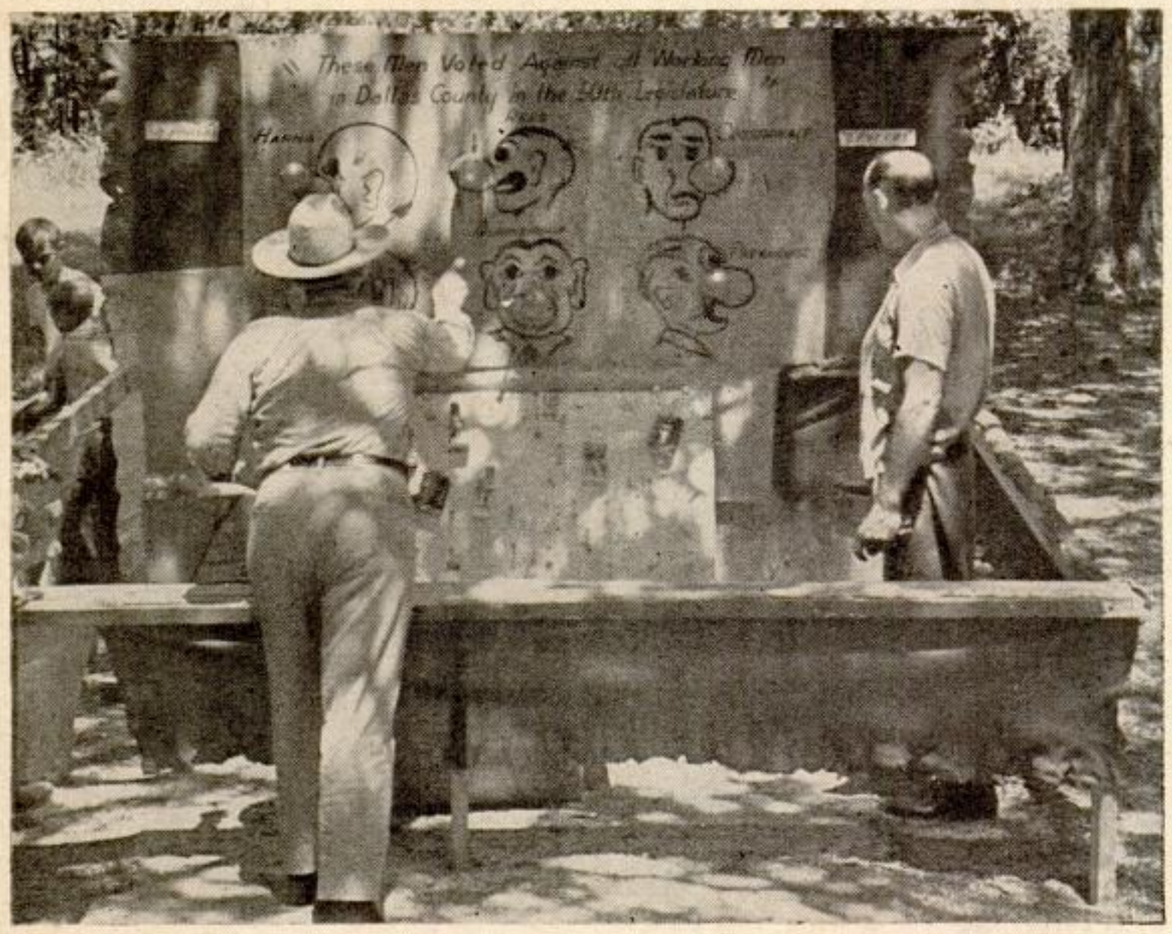


THE A.F.L. UNIONS in Houston, not to be outdone by the C.I.O. in Dallas, hang Taft and Hartley in effigy.

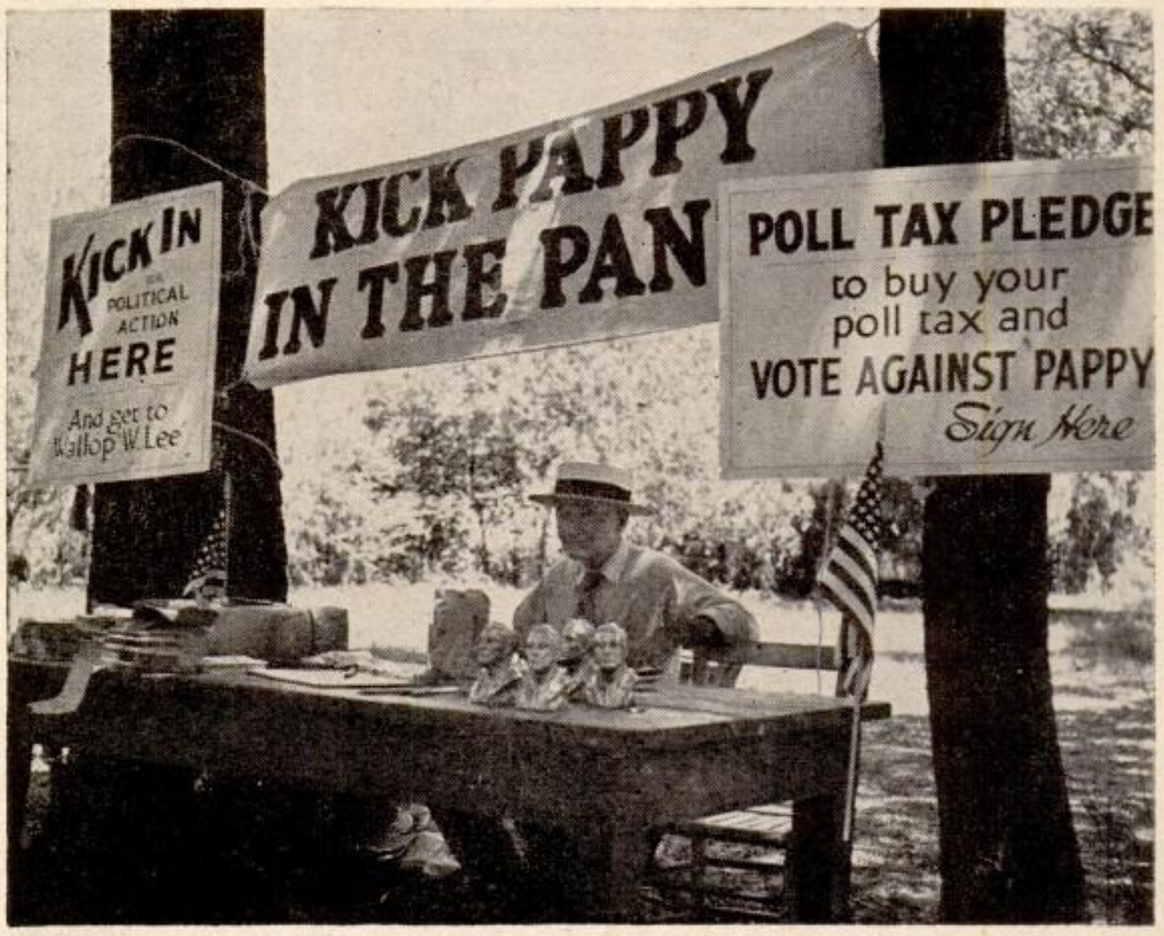
LABOR KICKS UP

Texas unionists aim holiday gags at some of their legislative foes

Ever since the passage of the Taft-Hartley bill the leaders of organized labor have been making threatening gestures at the legislators who voted for the bill. On Labor Day along main streets, in jammed stadiums, in stifling convention halls and at picnics like the Dallas gathering pictured here, they tried their best to pass their burning indignation along to the rank and file. They let the world know that in 1947 they considered labor confronted by a bumper crop of enemies in public office and they dedicated themselves to a bitter fight to the political death of every last one of them. Singled out as arch enemies were Senator Robert Taft and Representative Fred Hartley. Ranged behind them was every senator and congressman who cast an affirmative vote for the new law. Bringing up the rear was the legion of state and city officeholders who had somehow incurred the wrath of labor during the year. While most of last week's observances were characterized by bitter oratory, the Texans managed to bring a touch of wry humor to labor's problems.



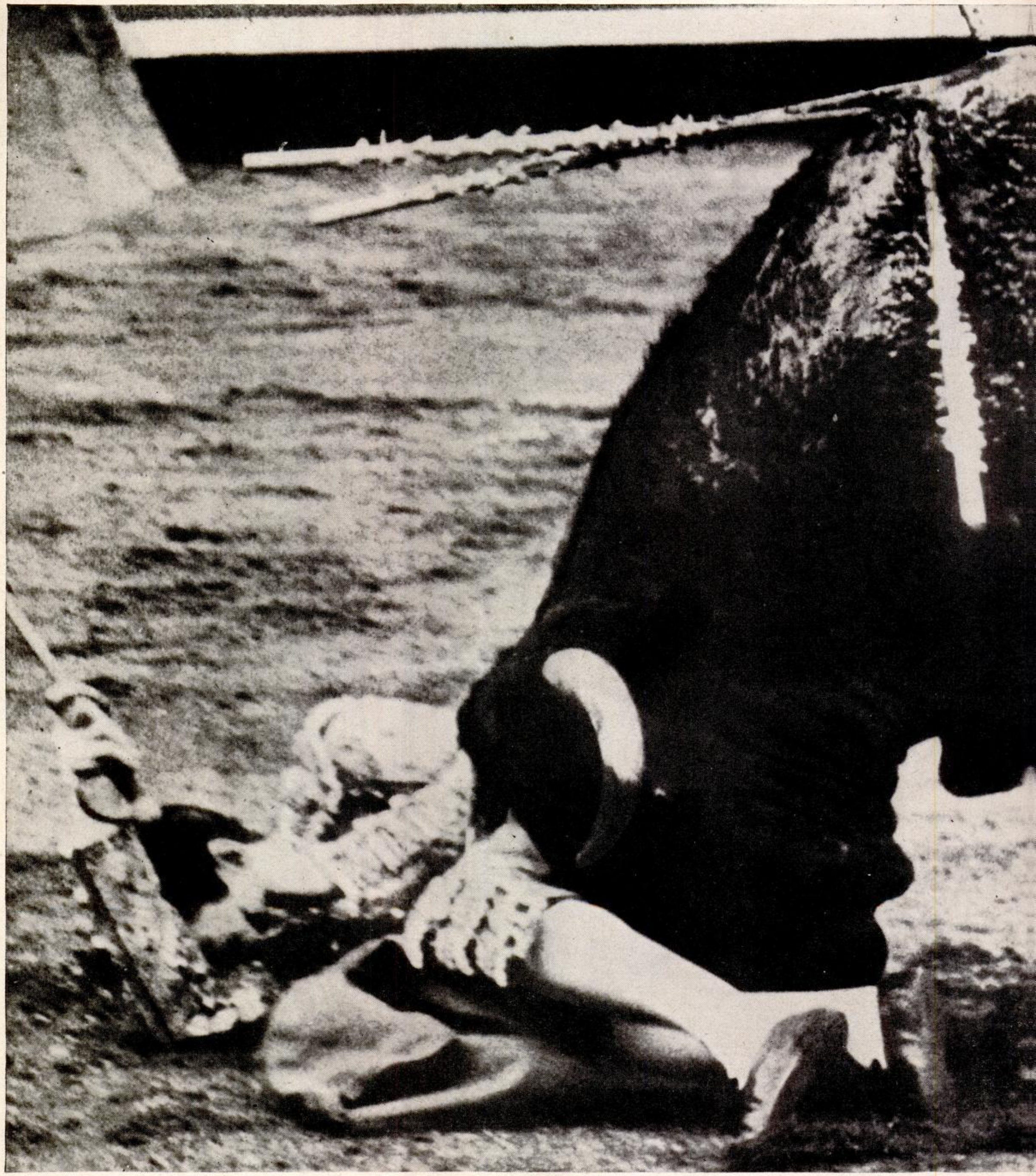
DART-THROWING at balloons attached to noses of six Dallas County state legislators who were accused of casting antilabor votes cost loyal union picnickers a dime each.



INDUCEMENT for signing pledge to pay the poll tax was the privilege of kicking an effigy of U.S. Senator W. Lee ("Pappy") O'Daniel in the stuffed behind (*opposite page*).

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THE C.I.O.'s NATIONAL SECRETARY, JAMES B. CAREY,
PAYS A DOLLAR TO KICK EFFIGY OF PAPPY O'DANIEL

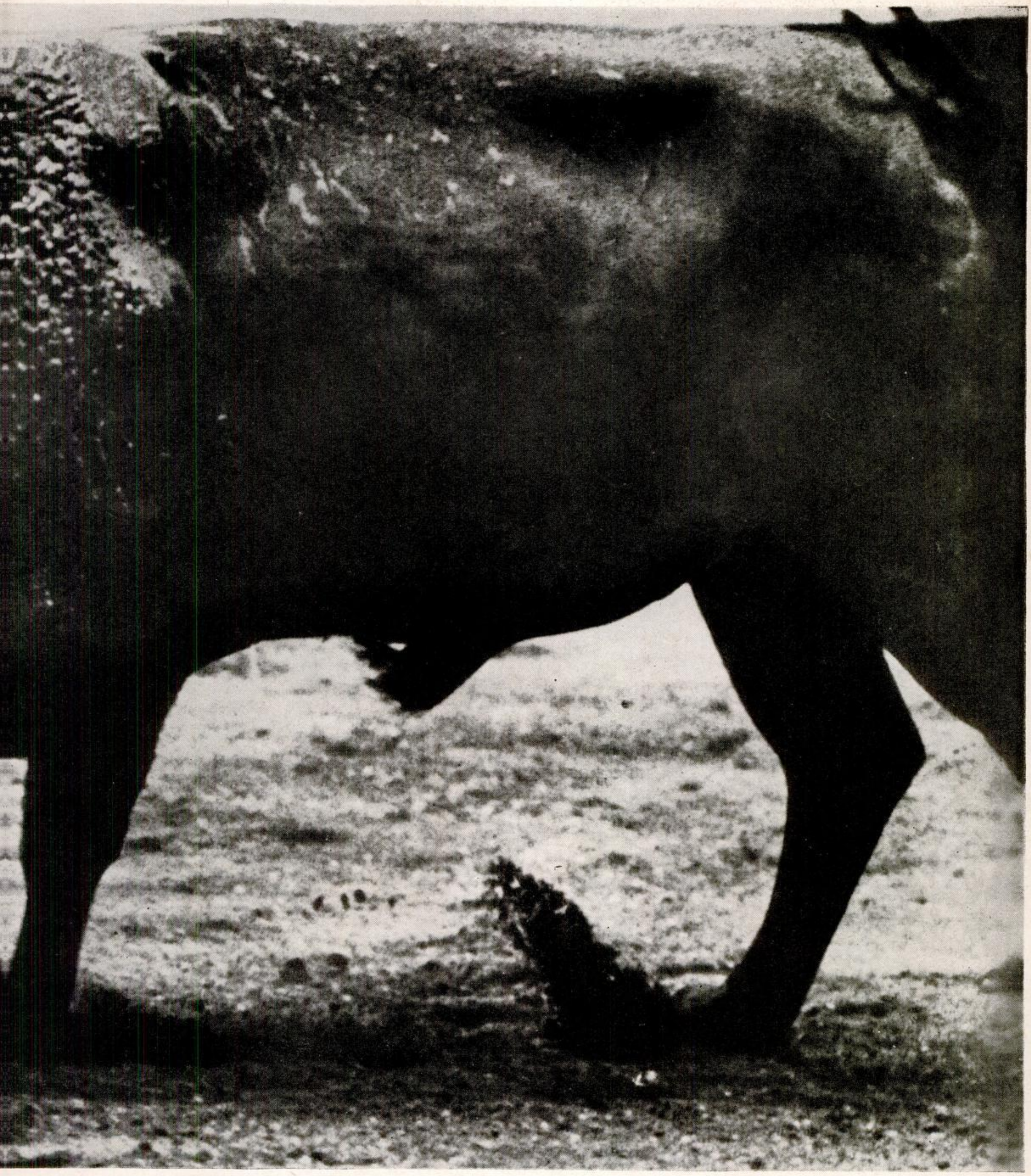


THE DEATH OF MANOLETE

The greatest of all matadors is killed by dying bull

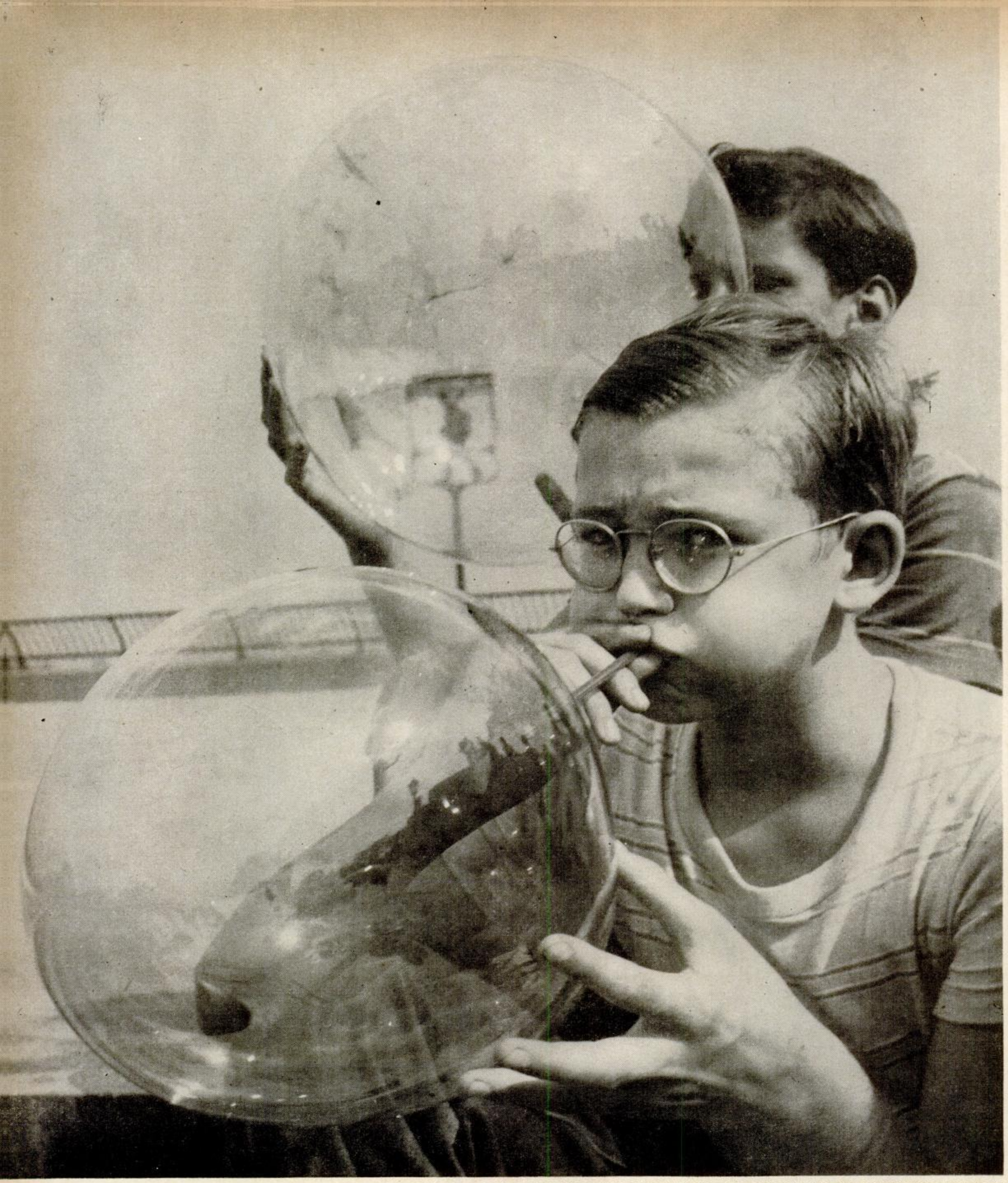
In Linares, Spain on Aug. 28 the world's greatest matador, Manolete (real name: Manuel Rodriguez), fought his last bullfight. In the picture above he is being fatally gored by a murderous Miura bull, which is in its own death throes. The 30-year-old Manolete's death caused the entire Spanish-speaking world to go into mourning. He was not personally popular, but his artistic perfection evoked hysterical adulation (LIFE, April 29, 1946). Manolete was an exquisite performer; he killed his bulls at dangerously close range. That was one reason

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why he did not like to fight the Miura, a notoriously powerful and belligerent strain. The one which killed him was recognized as an unusually ugly customer as soon as it entered the ring. The bull refused to follow the matador's cape, stopping short after each charge to glare at Manolete. But up to the last Manolete seemed to be master of the situation. His footwork was perfect. The bull, dripping with blood from the dartlike *banderillas* sticking in its back (*above*), was ready for the kill. Manolete drew it in with his customary daring and chilly arrogance. He drove his sharp sword into the bull's heart. Simultaneously he was hooked by one of the Miura's ugly horns. The mortally wounded animal reared its head in agony, tearing three deep gashes in Manolete's left groin. Manolete rolled over and doubled up in pain (*left*) as the bull finished its death charge, its rear hooves churning the turf of the bull ring. Then the Miura dropped dead, and attendants carried the bleeding Manolete to a hospital. There, 10 hours and four blood transfusions later, Manolete was also dead.

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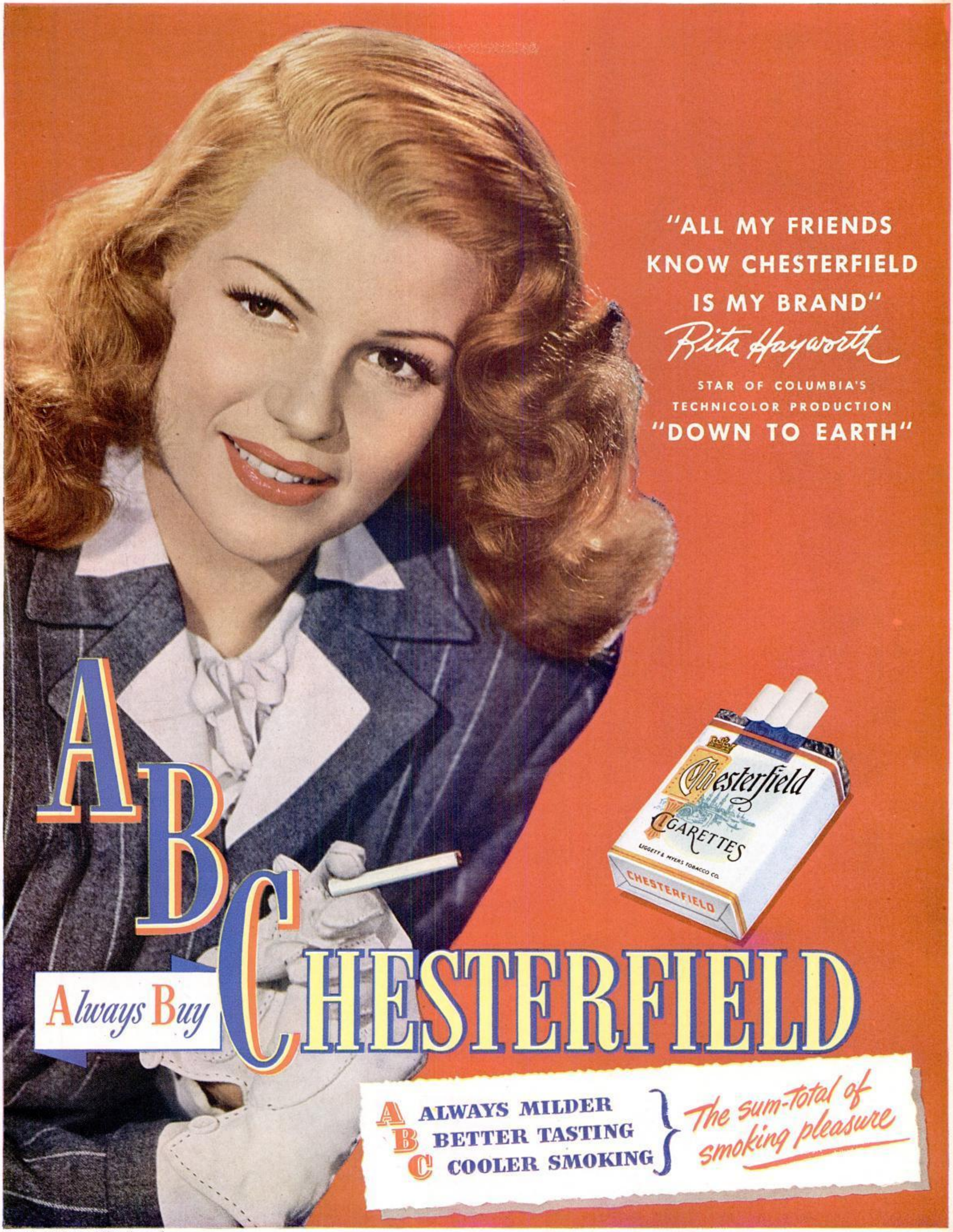
IN NEW YORK TWO BOYS BLOW EARNESTLY ON BUB-O-LOON STICKS AND MAKE BIG TRANSPARENT BALLOONS. BUB-O-LOON IS SOLD IN TWO COLORS, RED AND WHITE

BUB-O-LOON FAD

A blowgun and new material make simple gum-blowing old-fashioned

Shy souls who secretly lament their lack of technique in blowing bubble gum will find the mechanical gadget pictured above a perfect outlet for suppressed inhibitions. It is called Bub-O-Loon and it is being manufactured in alarming quantities by a New York firm. A 49¢ Bub-O-Loon outfit consists of a tube, which contains a soft plastic substance, and a blower. A Bub-O-Loon enthusiast simply squeezes a dab of the tube's contents on the blower and puffs vigorously. The results are impressive (*above*). This is becoming a favorite pastime for children and for nightclubbing grownups who choose to act like children. If anybody happens to like the taste of Bub-O-Loon, the company advises him to go ahead and eat it; the Bub-O-Loon chemist ate some and he is still alive. A well-blown balloon will last for hours and if punctured can be sealed simply by squeezing the hole together.

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● **Hotpoint** postwar refrigerators offer the most important advance in years with a new streamlined design that gives you *one third more food storage space in the same kitchen space!* Now you don't have to buy a bigger refrigerator to get the room you need. Hotpoint freezes ice 35% faster, uses less current and is packed with exciting new features.





● **Hotpoint Dishwasher** washes, rinses and dries electrically. Exclusive front opening for easy operation. Quality backed by **Hotpoint's 15** years of experience as pioneer builder of electric dishwashers. Thousands of enthusiastic users.

Everybody's

Hotpoint, the fastest-growing appliance line, offers brilliant new postwar kitchen-planned and custom-built quality appliances. Engineered and styled to set the pace, they're built to give you extra years of economical service

EVERYBODY'S pointing to Hotpoint, the world's fastest-growing appliance line with the out-in-front-pace-setting postwar products you've been waiting for. Kitchen planned for practical use, custom built to be the finest, Hotpoint offers a real hit-parade of streamlined top-quality appliances packed with new features and advancements.

● **The New Hotpoint Refrigerator** offers a revolutionary postwar advance in streamlined refrigeration design that gives you *one third more food-storage space in the same kitchen space!* Now you get the extra room you've wanted without having to buy a bigger refrigerator. Famous sealed-in steel mechanism now freezes ice 35% faster and uses less current. Hotpoint Refrigerators are actually years ahead in design and wanted features.

● **The world-famous** Hotpoint Electric Range has 11 new convenience features. The exclusive front-opening Hotpoint Dishwasher, Hotpoint Washers, Ironers, Dryers, Home Freezers, and Disposall* are the finest 43 years of craftsmanship, modern tools and facilities can make them.

● **And you may continue** to expect the new things, the good things, first from Hotpoint, pioneer in the Electric Range, Electric Dishwasher, and Electric Kitchen.

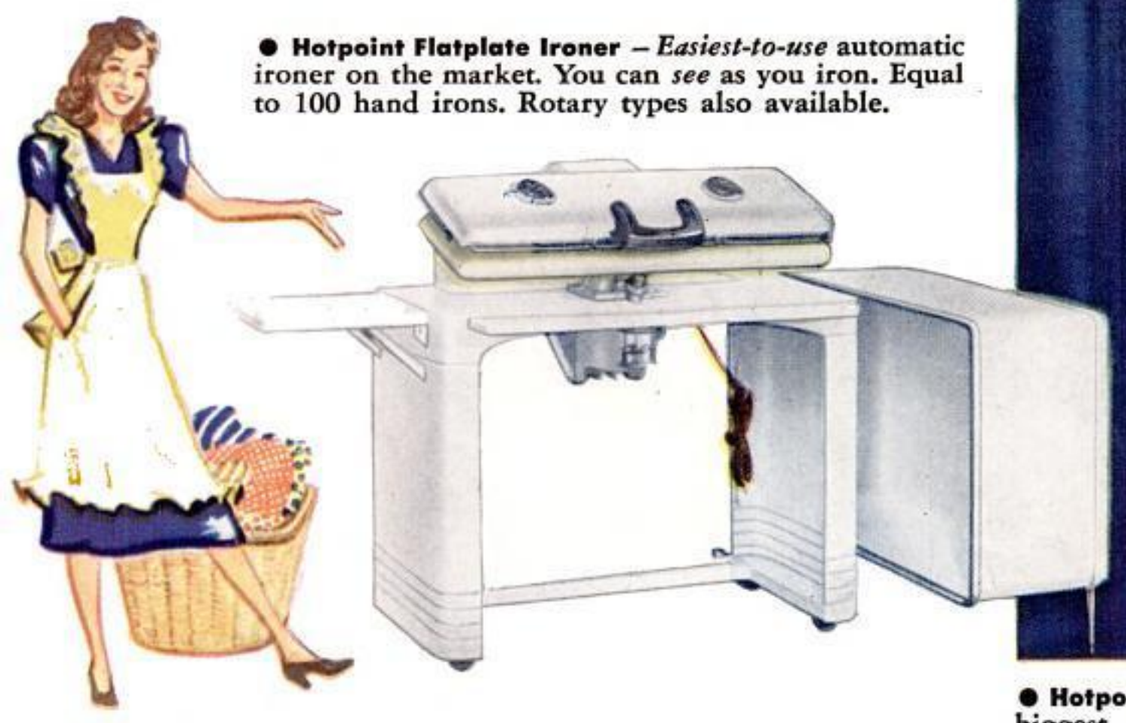
● **Before you buy** any appliance, see Hotpoint. Compare carefully. You'll find that point by point Hotpoint is your best buy. Your nearest Hotpoint dealer is listed in the phone book. Hotpoint Inc., 5600 W. Taylor, Chicago 44, Ill.

*REG. U. S. PAT. OFF.

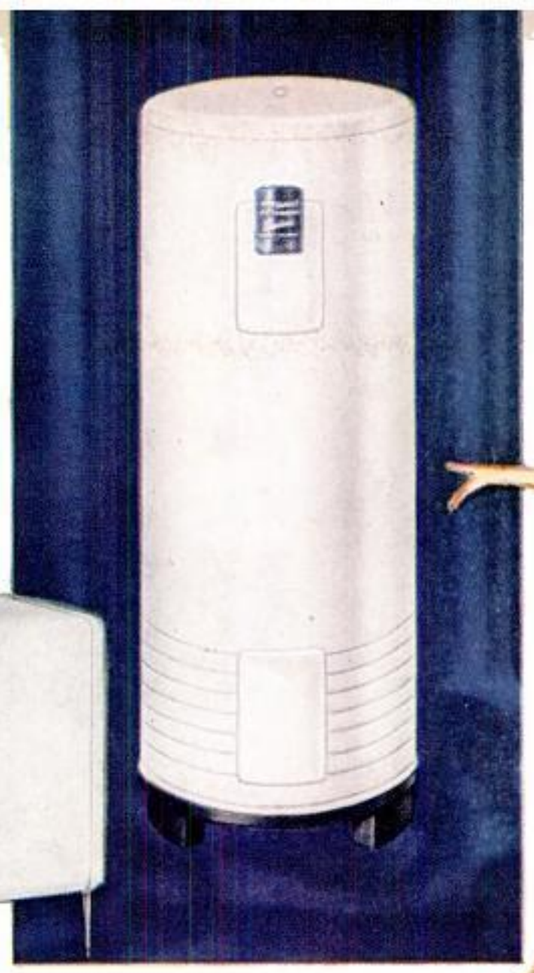


World's Finest Research, Engineering And Craftsmanship Plus 43 Years Of Exclusive Electric Appliance Experien

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● **Hotpoint Flatplate Ironer** – *Easiest-to-use* automatic ironer on the market. You can *see* as you iron. Equal to 100 hand irons. Rotary types also available.



● **Hotpoint Water Heater** offers the biggest improvement that's been made in water heaters in 15 years. An entirely new type of mechanical design gives you fast, dependable and economical hot-water service.



● **Hotpoint Washer**—the big buy in the quality washer field with the famous Thriftivator 3-zone washing action. Handles heaviest washes with ease, delicate fabrics with care. Only four moving parts . . . assuring long, trouble-free service.

Pointing to Hotpoint





● **Hotpoint Electric Kitchens** are designed around three work-saving centers by America's foremost kitchen planners. Hotpoint-planned kitchens have been selected by thousands of families. Hotpoint appliances are matched in styling. You can build your Electric Kitchen appliance by appliance.



● **Hotpoint Electric Range** now offers 11 important improvements. Faster-starting, pan-hugging Calrod heating units, with a dual-service thrift-cooking unit, increase surface capacity 25%. New type of sealed-heat oven gives more oven space plus evenly distributed heat for better cooking results. Improved broiler cooks steaks for 10 people in 10 minutes. Hotpoint Ranges stay cleaner and are easier to clean. Accurate automatic timer permits you to cook entire meals while you are away. See these great new features in Hotpoint, world's leading Electric Range, at your dealer's.

America's Fastest-Growing Appliance Line

Hotpoint A GENERAL ELECTRIC AFFILIATE **Appliances**

43 YEARS OF QUALITY

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"Symbol of Outstanding Character"

"CHARACTER" is what sets one apart—from all the rest. The outstanding character of Paul Jones whiskey is apparent at the very first sip. For Paul Jones is made in the slow, old-fashioned way—to give your drinks especially rich, hearty flavor!

Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.

Paul Jones

FIRST OF ALL... FOR FLAVOR!

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PEOPLE



NEWLYWEDS, Doris Duke, 34, whose tobacco fortune makes her one of the world's richest women, and Porfirio Rubirosa, 38, pose for their wedding picture in Paris on Labor Day. He is a Dominican who married the daughter of Dictator Trujillo. Later he married Actress Danielle Darrieux, retaining his status of an honorary Dominican diplomat.

He met Doris in Rome and has recently been escorting her to all the Paris night spots, where he is known as "Rubi." Fast and gallant at lighting cigarets, an expert on Scotch, a "divine dancer" and hot-jazz fan, he also dresses impeccably and plays the guitar. Typed as a playboy but not considered a fortune-hunter, he nevertheless got quite a shock when Doris' lawyer held up the wedding ceremony until each signed a contract that they would not share each other's worldly goods. Fortified with highballs, he stood up for the ceremony nonchalantly smoking a cigaret. However, just before he slipped a circlet of rubies on the bride's finger, he thoughtfully ground it out. He had another drink and then, said Doris, "Big Boy passed out in my arms."



ENGAGED COUPLE, Janet Attlee, the 24-year-old daughter of Great Britain's Prime Minister, and Harold Shipton, 26, announced that they would be married in London this November. Both will keep their jobs afterward, he as an electronics engineer, she as an assistant psychologist.



OLD MARRIED COUPLE, the emperor and empress of Japan, posed for some vacation pictures Sept. 2, indicated they are now experts at Americanizing themselves. Hirohito looked like a relaxed businessman, the empress like a housewife dutifully concerned with her husband's mussed hair.

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Did We Fix Pop! Oh Boy!



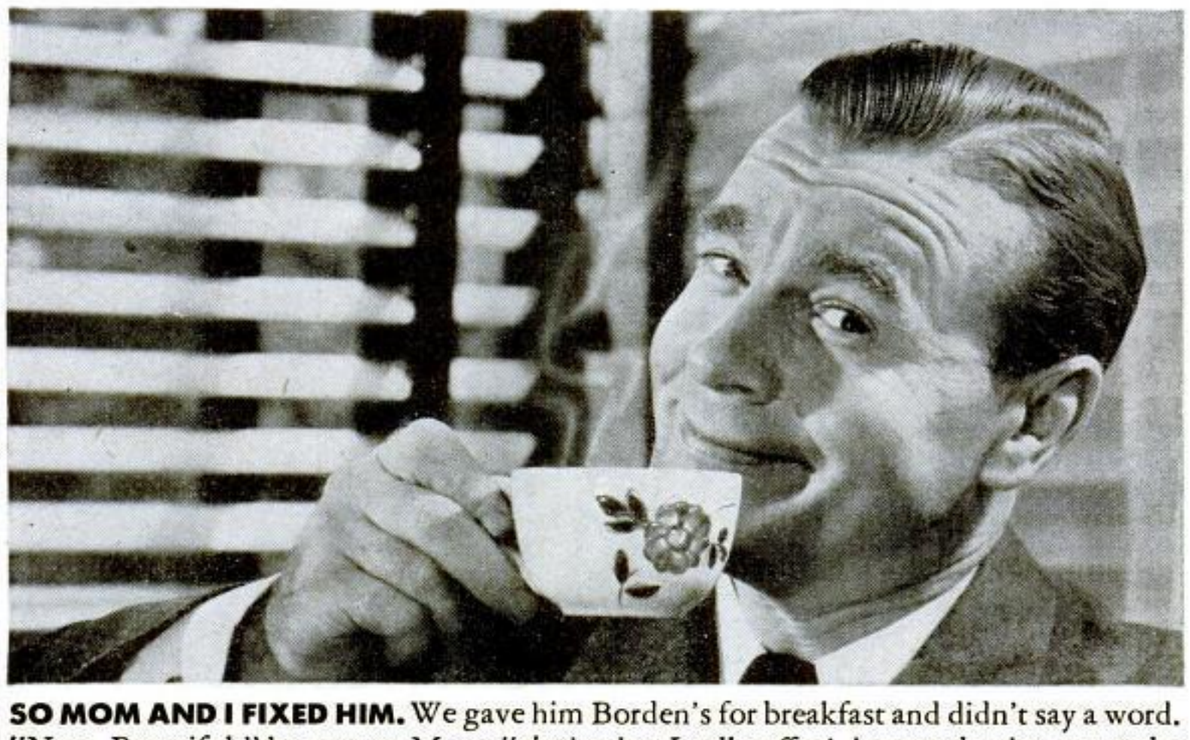
OUR POP has to admit that he has two very smart women in our family. Naturally, that's Mom and me.



YOU SEE Mom was saying how she *loved* this new Borden's Instant Coffee. "No pot to wash, no grounds, no waste. And it's wonderful coffee."



BUT POP HE SAYS not for him. No sir! He's just an old-fashioned fellow. "And don't you women go getting any new-fangled ideas about the coffee."



SO MOM AND I FIXED HIM. We gave him Borden's for breakfast and didn't say a word. "Now, Beautiful," he says to Mom, "*that's* what I call coffee! Any cook who can make coffee like that rates a kiss." So Mom and I bust out and tell him. You could have knocked him over with a feather! He thought he knew all about instant coffee, *but he didn't know Borden's.* Now we can't get him to drink any other kind.

Money back if BORDEN'S doesn't beat your favorite coffee!*

·AMERICA'S FASTEST SELLING PURE INSTANT COFFEE

*Use at least half a jar of Borden's. Then, if you don't agree it tastes better than any coffee you ever used, send us the jar with the unused contents, and we'll refund your money. The Borden Co., 350 Madison Ave., N.Y.17, N.Y.

RICHARD ("RUBE") MARQUARD, 59, whose pitching record of 19 straight victories in 1912 still stands, last week was the hero of a tearful but untrue story. On Sept. 3 a Bowery bum appeared before a New York night court, gave his name as Richard Marquard, stated his trouble: "Drinking." The magistrate, an old baseball fan, asked, "Aren't you the famous Rube?" "Yes, your honor, I'm the old Rube." The bum sobbed at the mention of John McGraw, his old manager. This touched the magistrate. He gave the character $5, dismissed the bum and 17 other Bowery drunks. But next day the real Rube, still a solid citizen, was found at his job (*right*) selling pari-mutuel tickets at a New Jersey race track and at week's end the bum, again trying to impersonate Rube, turned up in a Hoboken court. This time he got 10 days in jail. The magistrate's $5 he admitted had been spent for liquor for himself and 17 friends.



●



MERMAID Glynis Johns climbed into the costume that she wears in the British movie *Miranda* for a studio picture. The result (*above*) indicates that Englishmen, though now on an austerity ration of Hollywood motion pictures, still get the same old brand of publicity pictures.

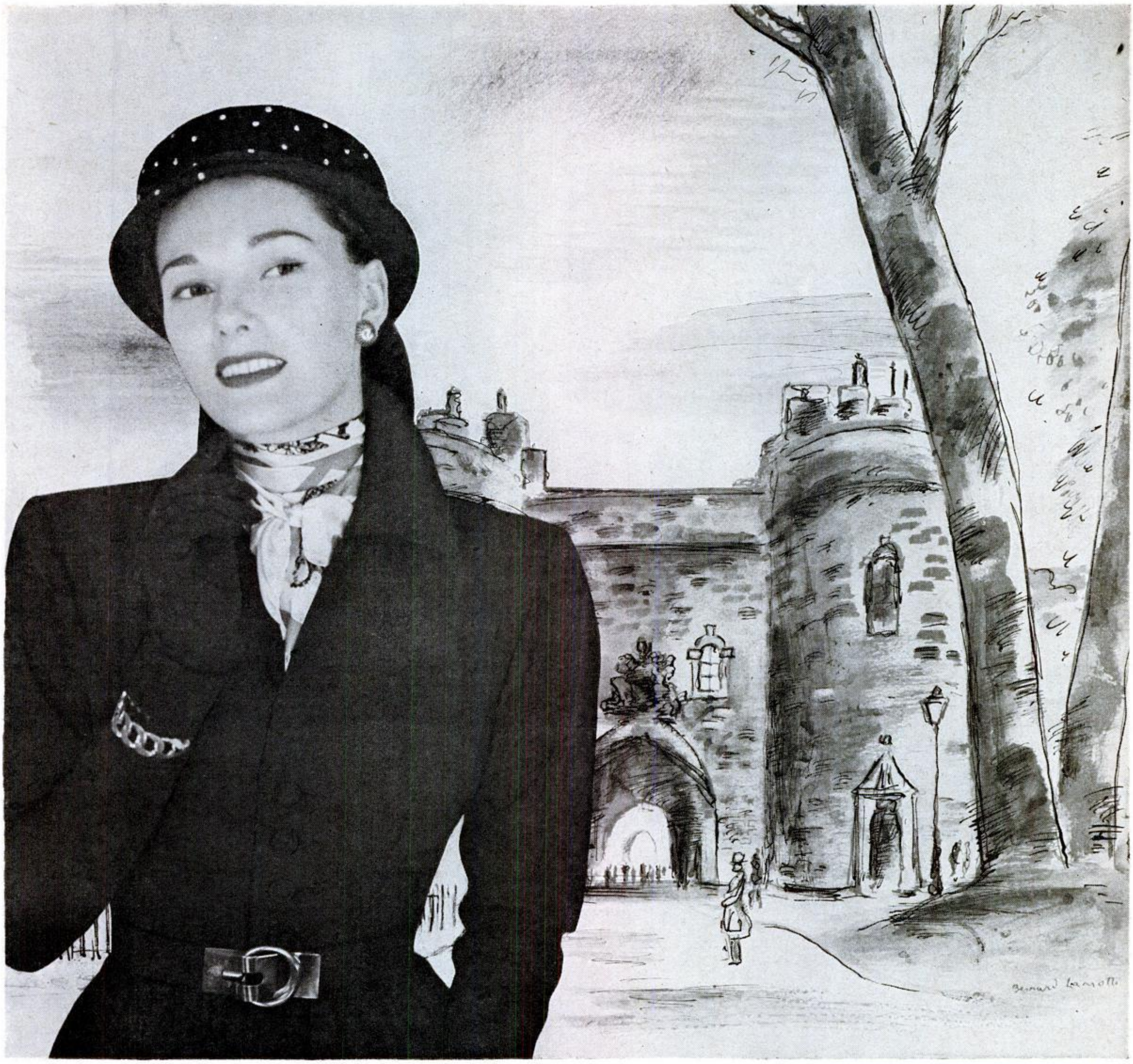
●

A SMALLER FISH, a trout, was caught last week by General Eisenhower during trip in Wisconsin. Before leaving for his vacation, the Army chief of staff had seen an Eisenhower-for-President boom begin and spoken to the politically important American Legion in New York. Now, whether a candidate or not, he has another snapshot (*right*) for his album of campaign pictures.



CONTINUED ON PAGE 56

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BY APPOINTMENT PERFUMERS TO H. M. QUEEN MARY. YARDLEY, LONDON

Like the legends that lend a special magic to places near and far,
the spellbinding scent of Yardley's "Bond Street" calls up visions of beauty
that has gone before. A romantic fragrance, "Bond Street" is sophisticated and
dramatic, a distinguishing mark of women of loveliness and charm.
"Bond Street" Perfume, $2.50 to $15. Toilet Water, $1.50 and $2.50. Plus tax.



"Bond Street" by YARDLEY

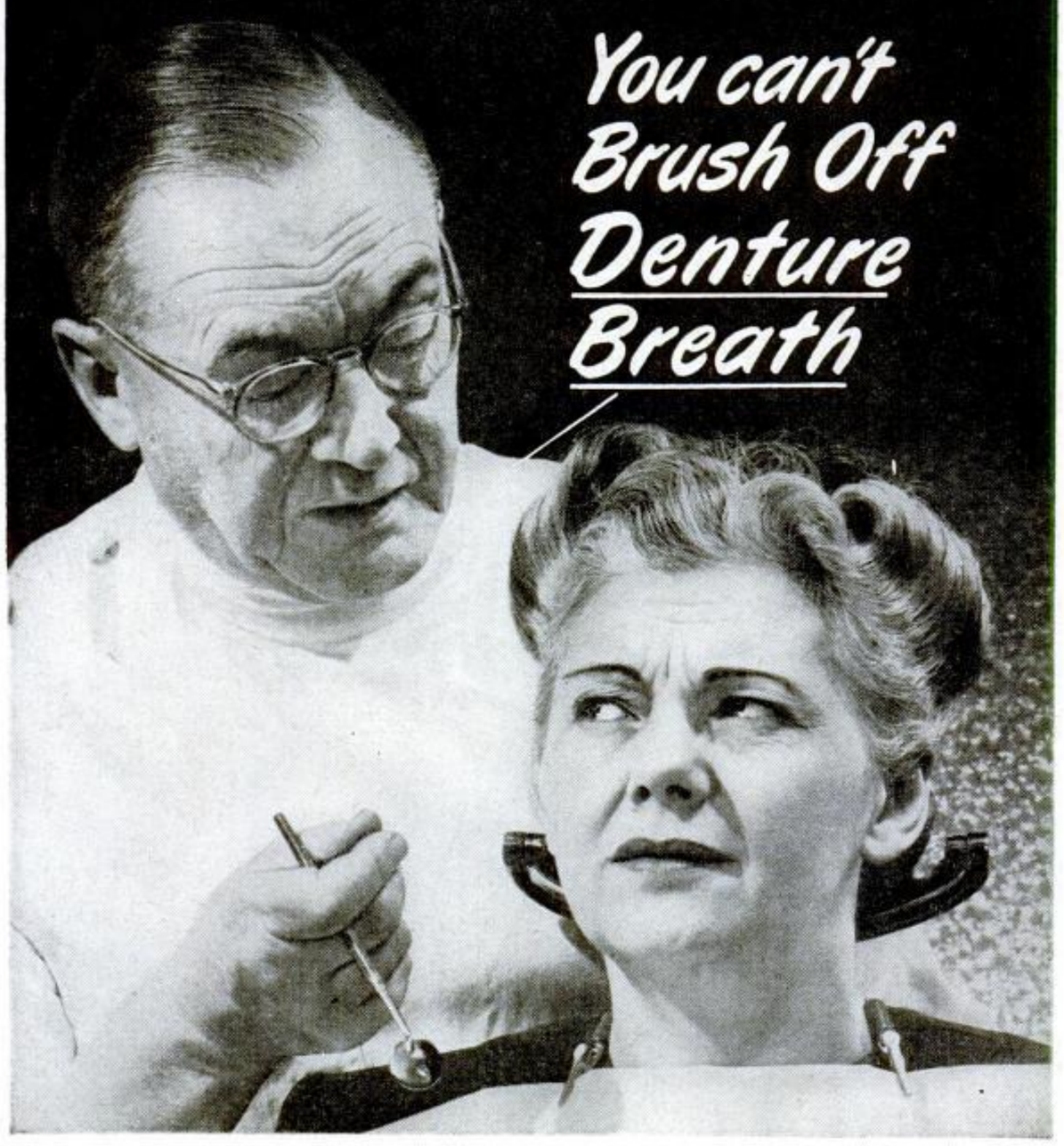
Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

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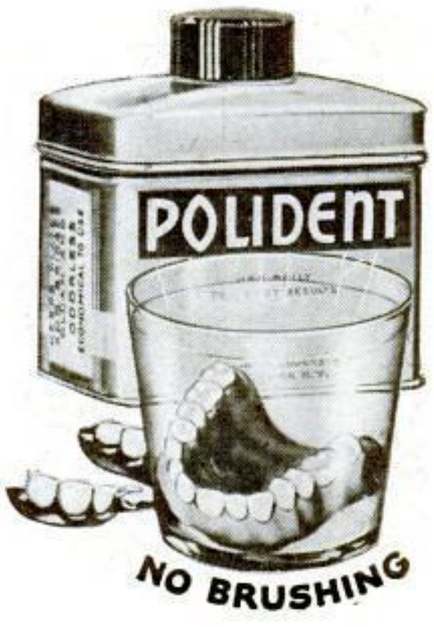
False Teeth?



DON'T RISK A "BRUSH-OFF"



Soak your plate or bridge in Polident to keep it hygienically clean, odor-free



Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

MOST DENTISTS agree that brushing cannot cure the unpleasant offense known as DENTURE BREATH.

To keep dental plates clean, pure, free of tell-tale odors, more dentists recommend Polident than any other denture cleanser. Gentle, easy soaking in a solution of Polident and water every day is a safe, sure way to avoid DENTURE BREATH—and to keep your false teeth sparkling bright with their original natural look.

Buy an economical can of Polident, world's largest selling denture cleanser, 30¢ and 60¢.

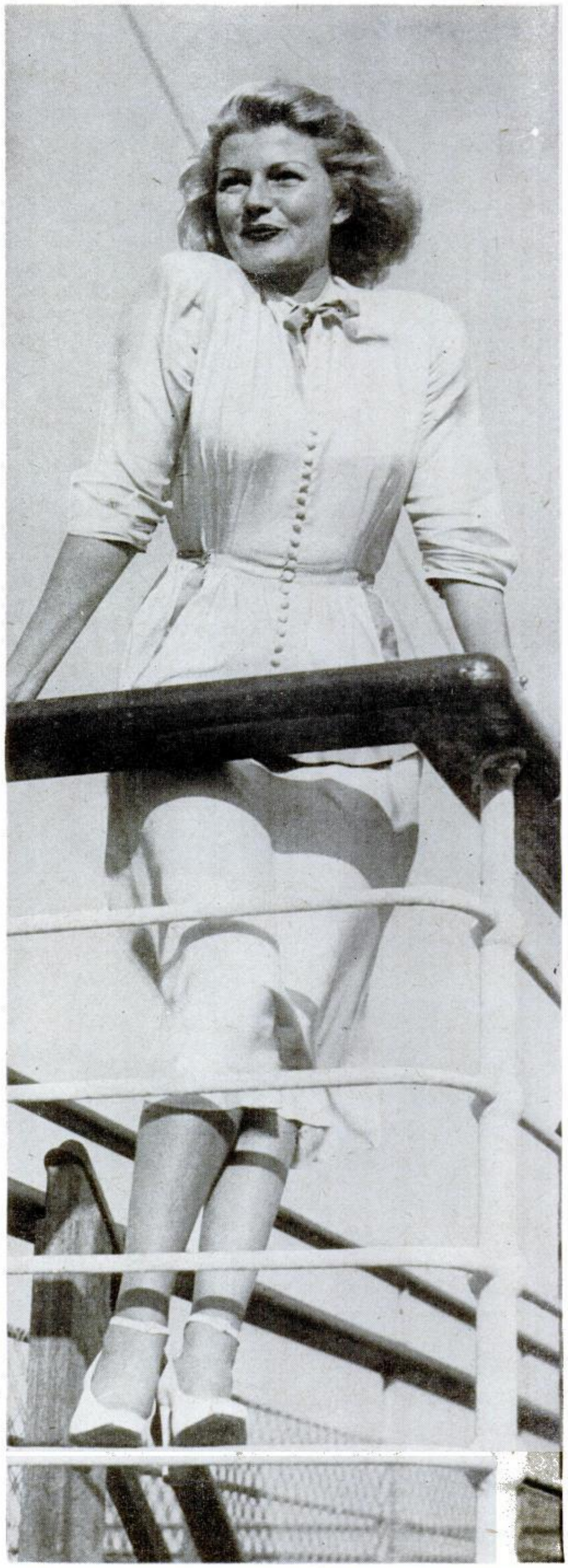
Use POLIDENT Daily

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?

Amazing New Cream Holds Tighter, Longer than anything you ever tried or double your money back

POLI-GRIP Made and Guaranteed by POLIDENT



RITA HAYWORTH, returning to the U.S. Sept. 1 on the *Queen Elizabeth* after 4½ months in Europe, gave evidence (*above*) that she still has her famous beauty but displayed a little less of it. Her legs were fashionably incased in the new long skirt which she bought in Paris.

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"What a lovely floor—must keep you busy waxing."

"No, I always wax with Tavern—and wax less often."

Thousands of housewives have switched to

TAVERN

because it means waxing less often

HIGHER GLOSS—due to the addition of a new high-luster wax.

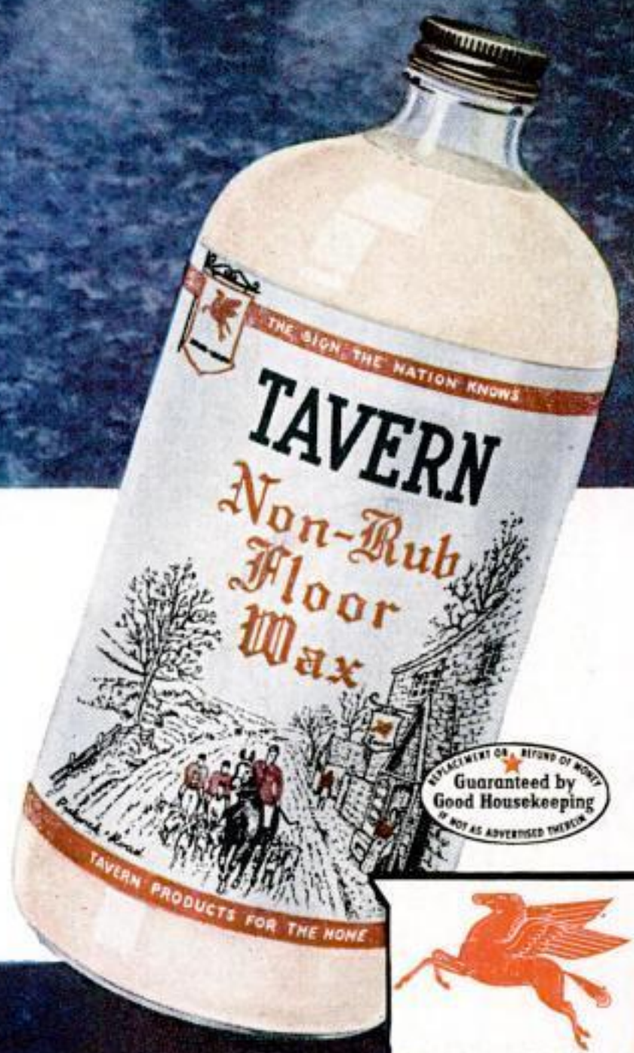
LONG-LASTING—high wax content means you wax less often.

NO RUBBING—just spread it on . . . dries in 20 minutes to a rich, glossy finish.

EASY TO CLEAN—only light mopping needed to keep floors sparkling.

TOUGH WAX FILM protects life and original color of your floors.

USE THROUGHOUT THE HOUSE on linoleum, rubber, asphalt tile and wood floors.



Get the same beautifying results with these aids to easy Housekeeping . . .

Keep the windows sparkling with Tavern Window Cleaner.

Accent beauty of your furniture with Tavern Furniture Gloss.



Whisk the dirt off painted walls with Tavern Paint Cleaner.

Protect fine wood floors with Tavern Paste or Liquid Wax.

TAVERN
HOME PRODUCTS

Quality guaranteed by the famous Socony-Vacuum Laboratories

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Right now your Roblee dealer is ready to show you a roundup of ALL his new fall shoes . . . wing tips, plain tips, moccasin toes . . . in a rich range of favorite colors. So head for the "Roundup." Step into a pair of Roblees and step right out this fall.

8.95 to 12.95

Some Styles Higher

Roblee Division
Brown Shoe Company, St. Louis

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OUTSIZE GOVERNOR

"Big Jim" Folsom loathes shoes and grammar—but loves nature, girls and being top man in Alabama

by PAUL E. DEUTSCHMAN

OUT of Alabama last year came reports of a man who could well have been advertised as the biggest clown in American politics. James Elisha Folsom, candidate for governor, stood 6 feet 8, wore a size 18 collar and clomped over the state in a pair of size 15½ GI shoes—which he wore unlaced and without socks to indicate that even they could not accommodate him in perfect comfort. His straight black hair flopped over his forehead in the perfect "Gene" Talmadge tradition. He waved a giant suds bucket with which he promised to scrub out the State Capitol. His favorite campaign speech was a 70-minute dissertation on the lost Alabama art of cooking turnip greens in a "lil ole black pot." Wherever he went a twangy band called the Strawberry Pickers provided the sound effects for his outsize capers. Although nobody could exactly ignore his 260-pound bulk, almost nobody took him seriously.

Yet lack of dignity is not always fatal in American politics, especially in the South. Today, at 38, "Big Jim" Folsom sits in the Alabama governor's office, trying to fold his long legs under a desk made by men who never contemplated such a phenomenon. Occasionally while talking to visitors he picks his back teeth with a rubber band. Meanwhile he is engaged in trying to persuade the legislature to accept his state-welfare program—which critics say would cost twice as much as Alabama's entire annual income. Recently at the National Governors' Conference in Salt Lake City he met Virginia Warren, the 18-year-old daughter of California's governor. Big Jim, a widower who is very gallant with the ladies, arrived in California two weeks later by National Guard plane and asked Virginia out dancing. Reporters were naturally intrigued by the visit and wanted to know whether he was engaged in serious romancing. "That's a no-comment question," he drawled. "Takin' a girl out is all a part of nature. Men and women have been doin' it for 10,000 years and they'll be doin' it for 10,000 more; and I'm a man who likes to get close to nature."

The governor was fairly close to nature when I met him. This was in a hotel room in Mobile, where he had gone to make a speech. By the time I arrived he had removed his traveling clothes and was cooling off by sprawling in an easy chair in his underwear, a highball in his hand. We began talking about his welfare program, which involves such matters as a $50-a-month pension for everybody over 65 and repeal of the poll tax—which has gained him the endorsement of Alabama's C.I.O. and Marshall Field's *Southern Farmer*.

"People are always askin' me where I got my political ideas," Folsom said. "Hell, I've always had those ideas. My daddy was a county officeholder. We lived in the county seat along the rail line. People was always stoppin' in on us on the way to the capital. I used to sit by the fire when I was a boy and hear them talk about state politics and elections. Naturally they was talkin' democracy and I just naturally grew up believin' in democracy and majority rule.

"Some folks are always tryin' to label my politics. Well, I say, if you believe in democracy you just can't be typed. You can have any kind of idea—free enterprise, regulated monopoly like the railroads, even socialism. Sure, the Post Office De-



MERRY WIDOWER FOLSOM, who bragged of kissing 50,000 women when he ran for governor last year, dances with June Haver on Hollywood vacation. Difference in their heights is 18 inches.

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Follow the Leader!



Blackie:

"Say, Whitey, which is the right direction?"

Whitey:

"I'll lead—just follow the leader and you'll always get to BLACK & WHITE."

"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY · 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK · SOLE DISTRIBUTORS



NURSING A HIGHBALL and resting his oversize feet, Folsom relaxes in the admiring company of his military aide, 25-year-old Colonel William Lyerly.

OUTSIZE GOVERNOR CONTINUED

partment, that's socialism. If the instruments of democracy function right you can have any kind of setup. Things is all set out in the Bill of Rights. If a man believes in that, why he's pretty much of a good American citizen."

Behind the governor as he philosophized hovered two of his most ardent admirers and assistants. One was his brother-in-law, Ross Clark, an insurance man who now doubles as an honorary lieutenant colonel on Folsom's military staff. The other was William Lyerly, a lean, 25-year-old former infantry sergeant who chauffeured Folsom around in the 1946 campaign and is now Folsom's chief of staff, a job which has suddenly promoted him to full colonel and made him very happy indeed.

Beckoning toward Ross Clark, the governor interrupted his discourse to say, "Pass me that Old Guckenheimer." Clark handed him the whisky bottle, and for several moments the governor was busy freshening his drink. Clark slapped him on the shoulder affectionately and, turning to me, said approvingly, "That's some boy!"

Folsom turned and smiled at him lazily. Clark continued, "He's always thinking about the Common Man. Why, every three years Old Jim used to get me in a mess, regularly. He'd run for some kind of office and I'd have to drop everything and help. When he finally ran for governor in 1942 and came in second, I began to get worried. I knew we were gettin' close, and I wanted to keep him in the insurance business with me. He was a great salesman, used to average a good 10 to 12 thousand a year. Just before this last campaign I talked to him like a father. 'Jim,' I told him, 'don't do it. If you run this time you're goin' to get in sure as hell and burden yourself up.' Old Jim listened for a whole hour. Then he smiled that smile of his and said, 'Ross, you know what I want? I want to do something for the Common Man.' "

Ross Clark halted, temporarily out of breath. The governor put his bare left foot on a hassock, flexed his big toe and eyed it thoughtfully. "In politics," he said, "you have this selfish group and that selfish group wantin' things. But I'm free as a damn lamb. The newspapers was against me and the big city machines. I came in free and unobligated and I don't intend to get obligated."

Clark got his breath back and sighed thoughtfully, "He's a big man. One of the greatest humanitarians since Lincoln and F.D.R. He's goin' places."

Big Jim leaned back and snorted. "Goin' places, hell!" he said. "I'm places now." He kicked away the hassock and rose to his feet. "Okay, I quit talkin' now. I'm hongry."

"Bill" Lyerly jumped to the telephone, called room service and

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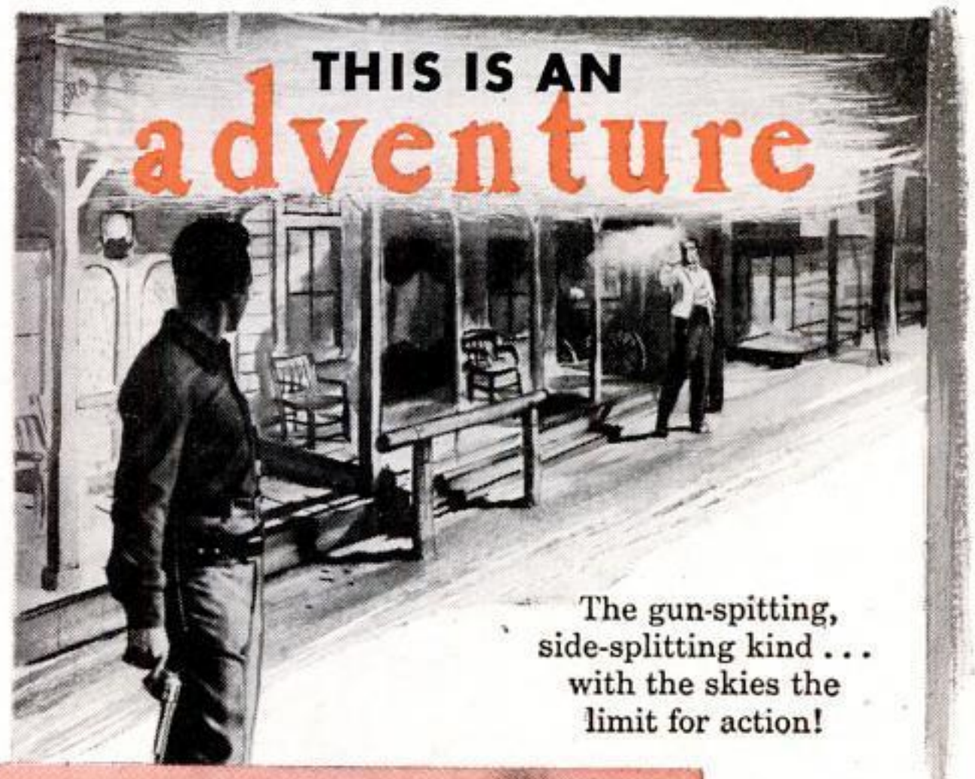
IT'S *Heaven...*



The kind that will sweep you from head to heart! It's the wonderful love of a lifetime!

AND ALL THIS

TOO!



The gun-spitting, side-splitting kind . . . with the skies the limit for action!



Oh-h-h that "Mr. Mike"! He's an angel with angles . . . and some very down-to-earth ideas!



You'll see strange things that happen here . . . things that are out of this world—and no fooling!

THIS IS AN *Experience...*

. . . An experience that perhaps only four other motion pictures in history have ever given you!

SEYMOUR NEBENZAL *presents*

ROBERT CUMMINGS · BRIAN DONLEVY



in "HEAVEN ONLY KNOWS"

with MARJORIE REYNOLDS and Bill Goodwin • Edgar Kennedy
Stuart Erwin • John Litel
and JORJA CURTRIGHT



Screenplay by Art Arthur and Rowland Leigh

Produced by SEYMOUR NEBENZAL • Directed by ALBERT S. ROGELL • Released thru UNITED ARTISTS

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Of America's leading Cigarettes
one is
OUTSTANDING



PALL MALL's distinguished length is the outward sign of a basic superiority. "Distance lends enchantment"—and the greater distance PALL MALL travels the smoke — filters it through PALL MALL's traditionally fine, mellow tobaccos — gives you a smoother, mellower, more satisfying smoke.

-and they are mild!



IN BARE FEET Folsom made a folksy campaign picture by eating supper at the home of sister with whom he lived. His daughter Rachel, now 8, is at his left, daughter Melissa, 4, at right. His wife, a judge's daughter, died in 1944.

OUTSIZE GOVERNOR CONTINUED

without consulting the governor ordered a medium-rare small steak. The food seemed to restore the governor's energy. As he sat at the table, still in his underwear, and stowed away hunks of meat, he began to make small talk through his great jawfuls of food. Finally, as he neared the end of the meal, he shoved the table away slightly for greater comfort and began thinking seriously. During this process he stretched out an arm and fondled one of his big toes with the fingers of his left hand as he idly fed himself fried potatoes with the fingers of his right hand.

Traveling "learned" him a lot

IN the spring of 1929, when I was 20, I had to leave college when our family land outside Elba was ruined by the Pea River flood. I wanted to learn a little more about the world so I shipped out as a seaman on a ship called the *Quisquonk*. Our first port was Genoa, Italy. I had my first glass of beer there. I been all over the world. Spent three years and saw 17 different countries and only came home once. Traveling learned me a lot.

"I guess I'm the George Norris type of independent. He's my ideal type of American. And I think Lincoln and Andrew Jackson are the two greatest Presidents. Up to 1900, that is. Roosevelt is too current to really tell. But I'm not the Roosevelt worshiper that most people are.

"A lot of folks think I'm a Henry Wallace man because I supported him for vice president when I was a delegate to the '44 convention. Well, sure I supported Wallace. That was because all the big city machines was for Truman and I never did like machines. But I met Harry Truman since and now I'm sure glad he got in.

"Of course when I met Truman he gave me a kind of talkin'-to. He said something like this, 'You can't be Big Jim and the governor of Alabama at the same time. Just take my case. When I was vice president, I thought I could go right on being Harry Truman too. But it didn't work. One night I went to a party with some newspapermen and sat down and played the piano, and when somebody led up this girl I hardly even noticed. The next thing I knew she plumped herself down on the piano top and somebody took her picture. The girl was Lauren Bacall. You know what happened after that. The picture was printed all over the world. That's when I decided I couldn't be Harry Truman and vice president at the same time.' "

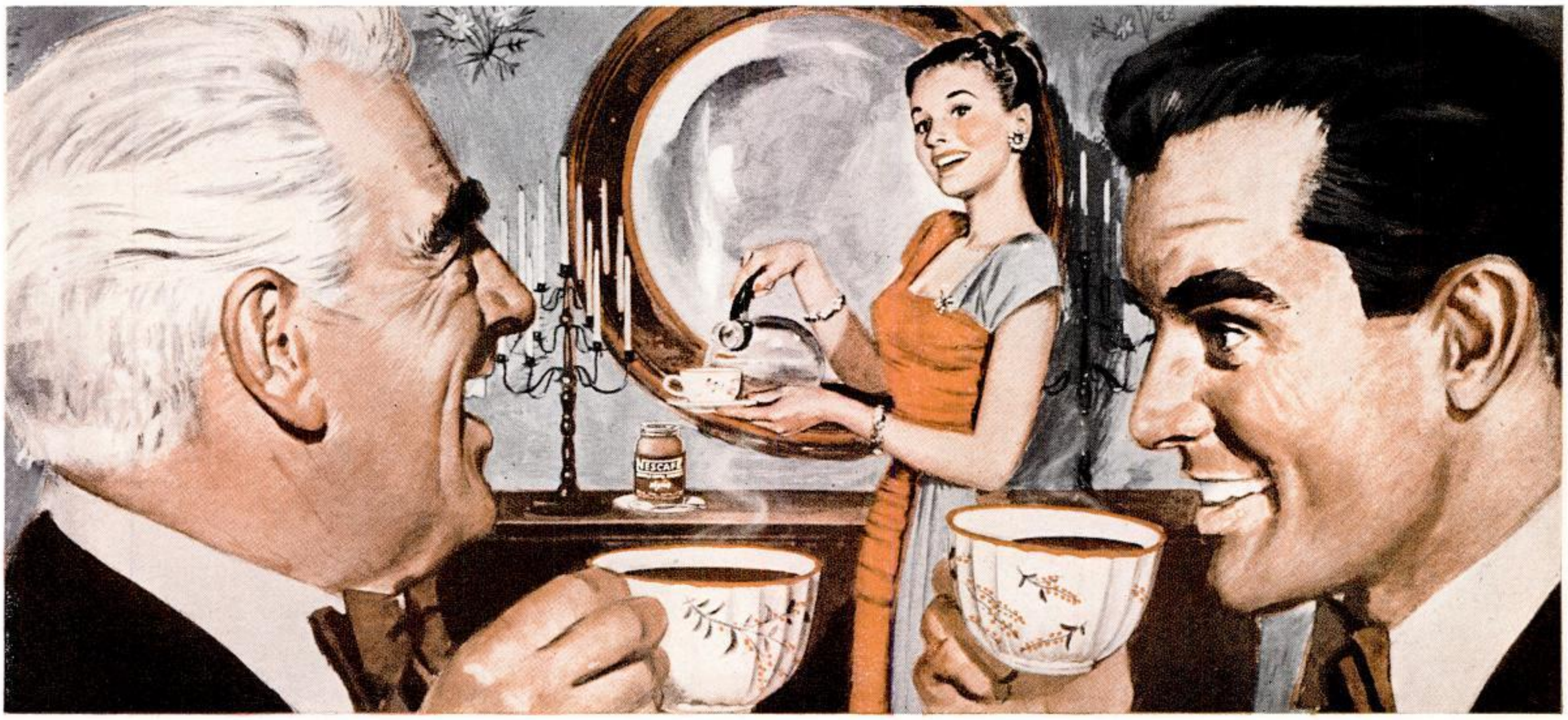
Big Jim pulled thoughtfully at his big toe. "I guess there's somethin' to that, all right." He arose abruptly and walked to the middle of the room. "Now I won't answer any more questions. There's three arguments that never end—religion, politics and race. I try to never get into them. Just say I'm for everything that's good and against everything that's bad."

This got a big laugh from his two assistants. Big Jim ignored the audience reaction. "Somebody fix me up a medium-size bath," he demanded, stretching his arms and unconcernedly letting his underwear fall to the floor. After the bath was drawn he ambled lazily to the tub, a naked and slightly round-shouldered giant with knobby knees. He shaved while still in the tub and then let himself be

CONTINUED ON PAGE 64

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"SAY! NOW YOU'RE REALLY MAKING COFFEE!"



Want to surprise your husband with the most wonderful-tasting coffee he ever drank? Coffee with *all* the delicious flavor, *all* the satisfying goodness he could ever want? Then try Nescafé* today! It has a rich, full-bodied flavor that can't be matched. And you get perfect coffee *every* time—exactly *as* you want it, *when* you want it—made instantly!

Here's the secret: Only Nescafé has a secret, patented way to brew *extra-flavored* coffee from the choicest coffees and to *seal in* the flavor! Yes, in making Nescafé we brew fine, *pure* coffee, add carbohydrates to seal in the flavor, then powder it for your convenience. The flavor *stays* true and fresh until the instant *you* release it in the cup!

So fast . . . so easy . . . and so good! No wonder Nescafé is such an instant success! You just put a teaspoonful in a cup and add hot water. That's all! Instantly you have the most delicious cup of coffee you ever tasted. Nescafé costs you only about 1¢ a cup—and there's *no waste*, because you make exactly the number of cups you serve!

That's why more people drink NESCAFE than any other instant coffee!



THE FLAVOR CAN'T BE MATCHED BECAUSE ONLY NESCAFÉ HAS THE SECRET

*Nescafé (pronounced NES-CAFAY) is the exclusive registered trade-mark of Nestlé's Milk Products, Inc. to designate its soluble coffee product. It is composed of equal parts of pure soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

TUNE IN The Paul Whiteman Club—3:30-4:30 P. M. Eastern Time Monday through Friday over your local ABC station

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Tests by thousands of men prove you can now enjoy a new high in performance from your Remington Electric Shaver—with sensational Lectric Shave. It's a scientific development of The J. B. Williams Co. to help you get faster, closer shaves. Just dash a few drops on your face *before* shaving.

"Get close shaves —no irritation!"

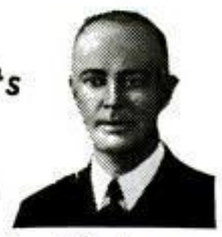
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"Makes shaving much easier—cuts time in half"

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Lectric Shave lubricates the skin to overcome "shaver drag." It helps save precious minutes, lets you shave comfortably even if your skin is dry and sensitive.

FREE SAMPLE

Use Lectric Shave with any make of shaver. At stores, Remington service stations—or send name and address to The J. B. Williams Co., Dept. LE-16, Glastonbury, Conn., for generous free bottle. (*Offer good in U.S.A. and Canada.*)



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SOMETHING WONDERFUL GOES ON INSIDE!

Frank Medico pipes have the replaceable filter that

- *whirlcleans* smoke, absorbs juices
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Cleaner, cooler, drier smoke enters your mouth.

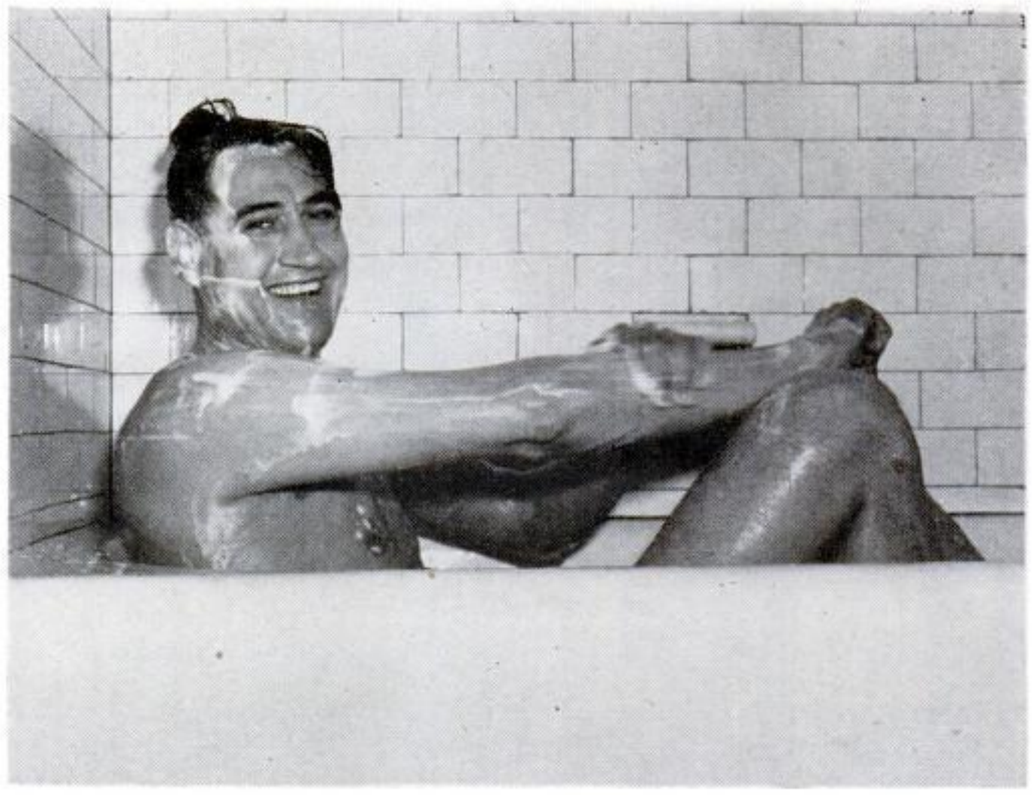
Replace filter when discolored.

Only these patented filters have the 66 baffles that absorb juices and whirl the smoke cleaner and cooler into your mouth.

S. M. FRANK & CO., INC., NEW YORK 22

FRANK MEDICO V. F. Q.
(Very Fine Quality)
Bowls specially selected for rich-grained beauty. In a wide variety of shapes and sizes. With box of 10 filters $2

FRANK MEDICO $1
Standard quality—still



IN BATHTUB Folsom has to double up. Army released him after four weeks' service as officer candidate in 1943 because of trouble to clothe and bed him.

OUTSIZE GOVERNOR CONTINUED

coaxed into a double-breasted dinner jacket. "What kind of a meeting is this I'm speakin' to?" he asked.

Ross Clark told him he was addressing a dinner of the Alabama Federation of Women's Clubs. The speech turned out to be pretty good. Listening to his predecessors at the microphone, the governor discovered that the chief concern of the club at the moment was flowers and gardens—in other words, nature. Therefore he arose, stuck his thumbs into his side coat pockets and launched into a talk extolling both nature and womankind. Nature, he said, was close to his heart, because progress was natural and his program called for progress. In the early days of Alabama there was naturally no progress because there were hardly any women in Mobile. But after King Louis XIV of France sent over the famous Cassette girls to marry the colonists, Mobile immediately became a city not only of progress but also of beauty and refinement. Obviously progress and women went together.

The women loved it, perhaps unduly. In the lobby afterward they swarmed around, holding out their luncheon programs for his autograph. He signed with great delight, meanwhile keeping up a running fire of conversation with one youngish, buxom brunette.

"Where you from, honey?"

"Opelika."

"You married?"

A long, rather nervous pause. "Well, no."

"You want to get married?"

No answer at all.

"Don't be ashamed to admit it, honey. Everybody wants to get married. I do myself."

The branch heads and brush arbors

THE next day, a Saturday, Big Jim decided to get away from it all and go fishing. Accompanied by Ross Clark and me, he drove to Mobile's state-owned docks and boarded the official yacht *Dixie*. The governor immediately yanked at his tie and opened his collar. "Ross," he said, "see if they got anything cold to drink."

Clark found a Negro steward, who opened a bin packed tight with bottles of three different brands of beer. As the boat began chugging softly through Mobile Bay, under a warm but not uncomfortable summer sun, we each had a bottle.

"This is the life," Ross Clark said contentedly, "and Old Jim sure worked hard to get it. He's some boy! The things he come up with in the campaign! Why, even I don't know where he got them from. Jim, tell him about the branch heads and the brush arbors."

Big Jim embarked willingly on the recollections. "The Road Builders Association wrote all us candidates just before the campaign opened, invitin' us to a meeting in Montgomery. Everybody was supposed to make a speech. When it come my turn, I said, 'When I start campaignin' I ain't goin' to talk in pretty hotel ballrooms like this. I'm goin' to the branch heads and the brush arbors, right to where the people are.' "

Ross Clark urged, "Tell him what that means, Jim. They don't know up north."

"Well," said Big Jim, "branch heads are the little beginnings of

CONTINUED ON PAGE 66

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These photographs show how telegrams *were* sent (left) and how they *are now* sent (below) at Philadelphia. The new era of streamlined push-button telegraphy is here. For, as these pictures show, instead of typing a telegram the switching clerk now merely pushes a button and—presto—the telegram is at its destination.

PUSH-BUTTON TELEGRAPHY

A NEW ERA OF FASTER, FINER WESTERN UNION SERVICE

Another dramatic development in ultramodern, high-speed communications! Now, in a flash, push buttons automatically speed telegrams to their destinations.

THE new $2,000,000 push-button system at Philadelphia transmits telegrams to their destinations with far greater speed and efficiency. It has ultimate capacity three times that of the old system. It is the largest unit in a new nation-wide network of Western Union switching centers now being installed.

Thus, Western Union achieves another dramatic milestone in the never-ending advance of telegraph service . . . a service that now transmits more than a half-million business and social telegrams *every day*. For people everywhere know that a telegram is convenient, inexpensive and now even swifter than ever. They know that Western Union will get their messages there on time—just as it has been doing for nearly 100 years.

THE PERFECT "PERSONAL" TOUCH



Whatever the occasion—engagement, birthday, anniversary, holiday—a telegram is always thoughtful, always appreciated. To send one, drop into your nearby Western Union office or telephone Western Union from home or from any phone booth.

"Isn't there someone who would like to hear from you today?"



WESTERN UNION TELEGRAM

LA122 12=
WILLIAM PATTEN=
42-60 KETCHAM ST ELMHURST NY=

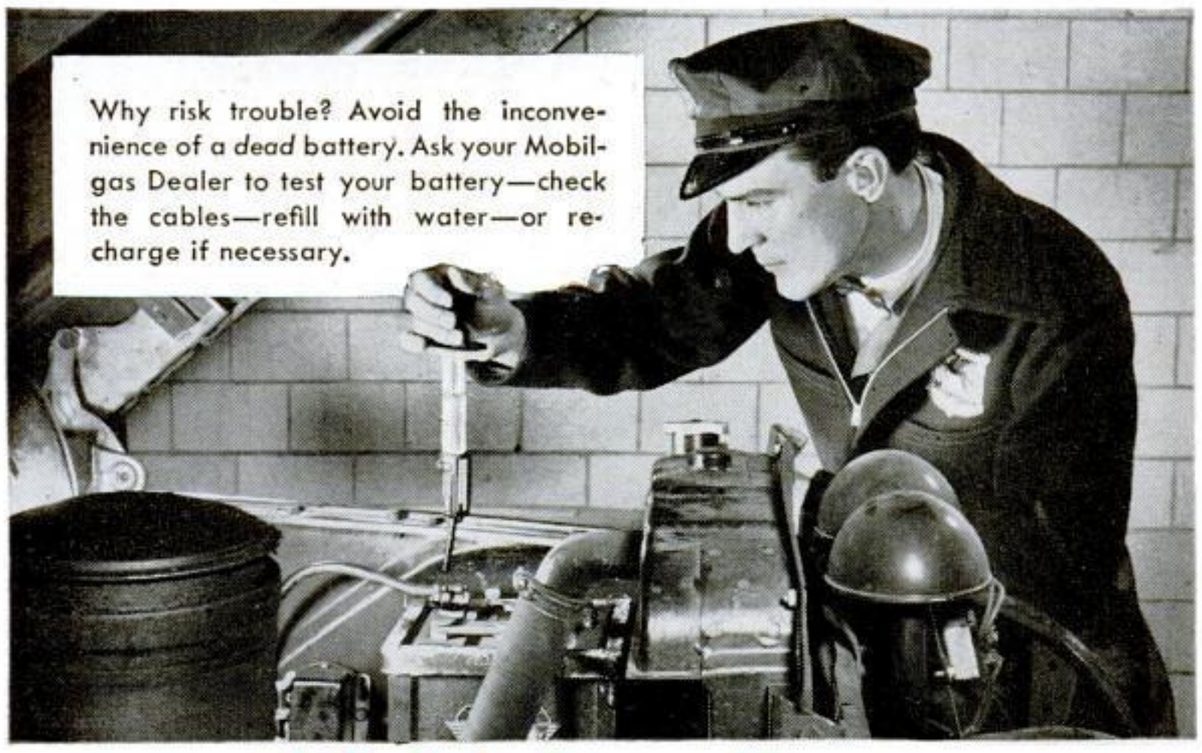
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the rivers, way up country. And brush arbors are the little outdoors places in the woods where people hold church in the summertime. That's where real democracy is."

"Now tell him about the green breeze, Jim," said Ross Clark.

Jim obliged. "One time I was makin' a speech with my big suds bucket that I always used in the campaign and tellin' the folks how I was goin' to clean out the Capitol with it. And I said, 'I ain't goin' to stop scrubbing until I let in a cool green breeze and everything smells nice and pretty again.' "

"Nobody ever heard that before," Ross Clark marveled. "What the hell's a *green* breeze, Jim?"

"Oh, I don't know," Jim said. "Something fresh and clean, I guess. I just thought it up while I was standin' there. They voted for it, though."

Although we spent two days aboard the yacht, we never did go fishing. The governor, padding around the decks in his bare feet, wearing an old pair of GI pants and a dirty white shirt with the tails hanging out, kept the captain swinging the *Dixie* back and forth over untold miles of water in search of an ideal spot, but we never seemed to find it. Finally Big Jim broke down and, looking toward all the fishing equipment on the yacht, admitted, "Hell, I don't want to use all these fancy rods and reels. I want an old fishin' pole and a can of worms, and sit underneath an old tree and catch me some bream. Ross, tell them to get me a pole and a can of worms for next weekend."

"He's some boy!" said Ross Clark.

Back in Montgomery, which is Alabama's state capital, I found numerous people who wanted to express their theories about the new governor. Some of them seemed to regard him as a somewhat dizzy playboy with whom it would be fun to ride for awhile, others as a potential Huey Long with whom the world could be conquered at the world's own expense, and others as the first Abraham Lincoln to be born below the Mason-Dixon line.

Actually Big Jim, with his carefully cultivated hillbilly ways, seems to be in the embryo stage of a kind of politics which has long been common in the South; he is part rabble-rouser like South Carolina's late Cole Blease, part homespun man of the people like the younger Huey Long, part sheer clown like Louisiana's vaudevillian Governor "Jimmie" Davis. Like Big Jim, a good many of the South's more flamboyant politicians have started out with such talk about the "Common Man." Some of them, like South Carolina's famed "Pitchfork Ben" Tillman and Mississippi's John Sharp Williams, managed to keep a concern for progress burning beneath their outrageous exteriors. Others, like Huey Long, turned into dictator-demagogs of the most sinister type. Still others developed into mere platform entertainers without much capacity for either good or evil.

There is some doubt as to which way Big Jim is going, and present opinions vary widely. Ellis Arnall, the former Georgia governor who is often considered the South's great hope for progressivism, told me, "Jim Folsom belongs to a new age in the South." The same day I talked to Arnall's enemy, Herman Talmadge, the young man who has inherited Old Gene's toga of White Supremacy. "Jim Folsom," said Talmadge enviously, "runs one of the best campaigns I have ever seen. He's quite a man."



ON A DATE with Virginia Warren, daughter of California's Republican governor, Folsom set tongues wagging. Romance never got beyond the rumor stages.

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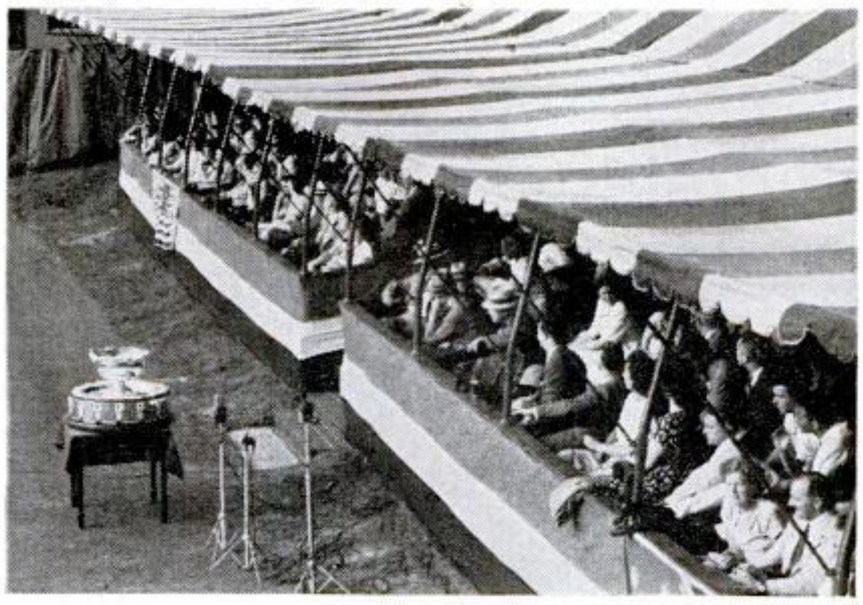
BAREFOOT TED SCHROEDER CHARGES NET SAVAGELY IN THE DECIDING MATCH. HE SMASHES A WEAK LOB POPPED UP FROM FAR COURT BY AUSTRALIA'S DINNY PAILS

U.S. KEEPS THE DAVIS CUP

Man-killing, 71-game match between fireball Ted Schroeder and phlegmatic Dinny Pails ends in U.S. victory

In Forest Hills, N.Y. last week two long-legged California boys reaffirmed their ability to lick any tennis team in the world. Jack ("Jake") Kramer and Ted Schroeder, who brought the Davis Cup back to the U.S. 10 months ago, again defeated Australia's best. They did it, four matches to one, by playing the same slam-bang brand of tennis which dumbfounded the more leisurely Australians at Melbourne last December. Kramer so thoroughly outclassed his two singles opponents that it was rather uninteresting to watch him. But the real hero of the two-man U.S. team was Schroeder. His three-hour conquest of Australian Champion Dinny Pails was one of the most dramatic battles in the Davis Cup's 47-year history.

This was the match Schroeder had to win. If he lost to Pails, he knew the cup might go back to Australia on a technicality. Earlier Schroeder had defeated the Australian veteran Jack Bromwich. But he had unwittingly violated Davis Cup rules by having a masseur on the court, and the U.S. team unofficially offered to default the match to Bromwich. If the Australians accepted (their team captain waived this point) the challengers needed only two more victories. They got one when Bromwich and Colin Long won their doubles match (*p. 72*). That left it up to Pails and Schroeder. Both men responded by playing over their heads. The match took 71 games, more than any other singles contest in the history of Davis Cup play. Pails's back-court game was superb; his flat, wicked drives whistled deep to the base lines, barely skimming the top of the net. Schroeder, who charges in aggressively on every opportunity, kept falling on the turf. After the first set he took off his tennis shoes. He played in his stocking feet for one point, then went barefoot until the fifth set. Finally he got permission from the referee to put on spiked shoes (*next page*). He was tired; this was his third grueling match in three days. But the deciding factor was his ability to rush dramatically to the net and score breath-taking placements. When Pails tried similar tactics he made painful errors and in the end he defeated himself. Like the rest of the Australian players, he had yet to learn that a back-court tennis game is no substitute for a smashing overhead volley at the net (*above*).



THE DAVIS CUP is displayed at Forest Hills, before an awning shading tournament officials and carefully chosen celebrities.

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LITTLE LULU



"Okay, Jeeves, you may pass the Kleenex!"

Little Lulu says... Compare tissues—compare boxes—and you'll see why 7 out of 10 tissue users like Kleenex* best! Soft! Strong! Pops Up! It's America's favorite tissue.

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GIRARD PERREGAUX

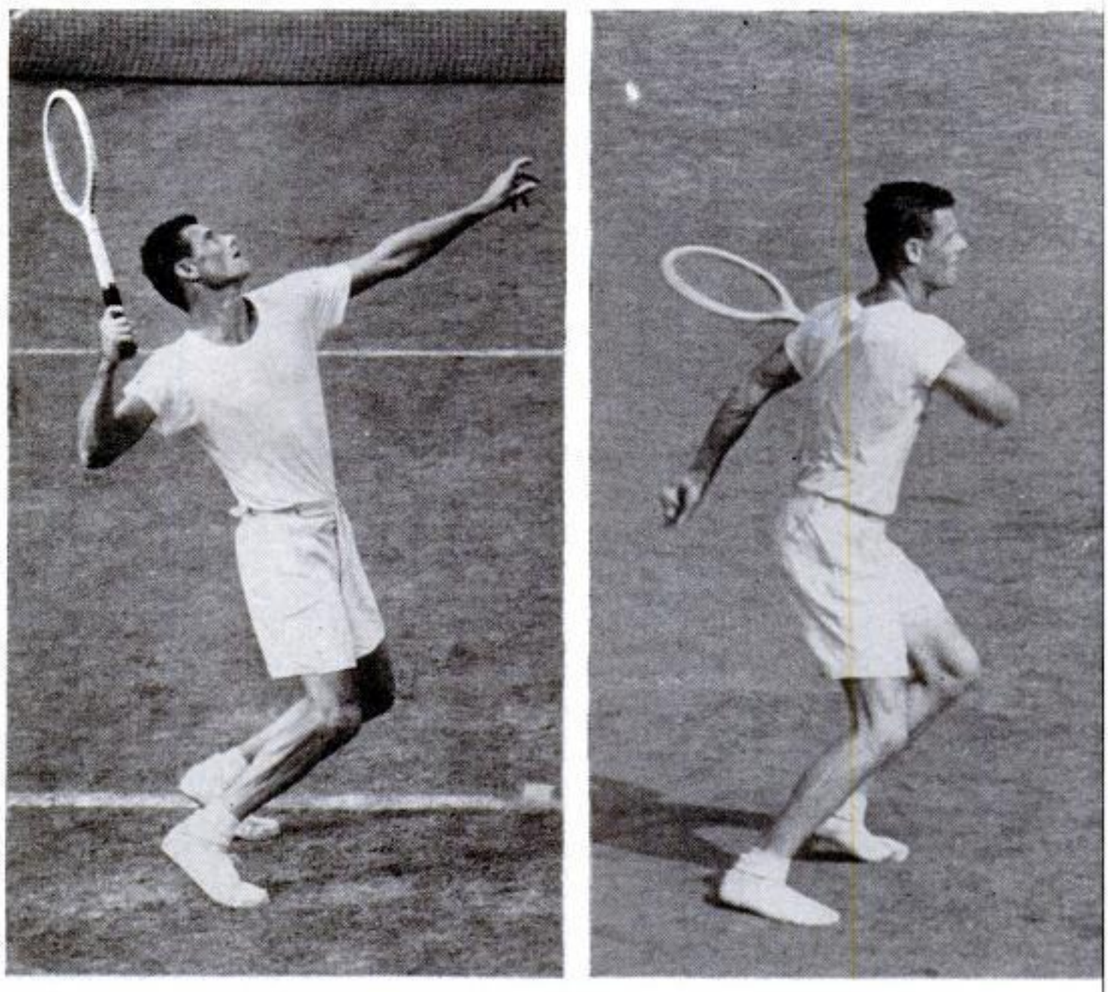
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SCHROEDER SLIPS AND FALLS



SCHROEDER'S MANNERISMS made him most colorful player at Forest Hills. He begins Pails match wearing tennis shoes (*above, left*). Then he tries



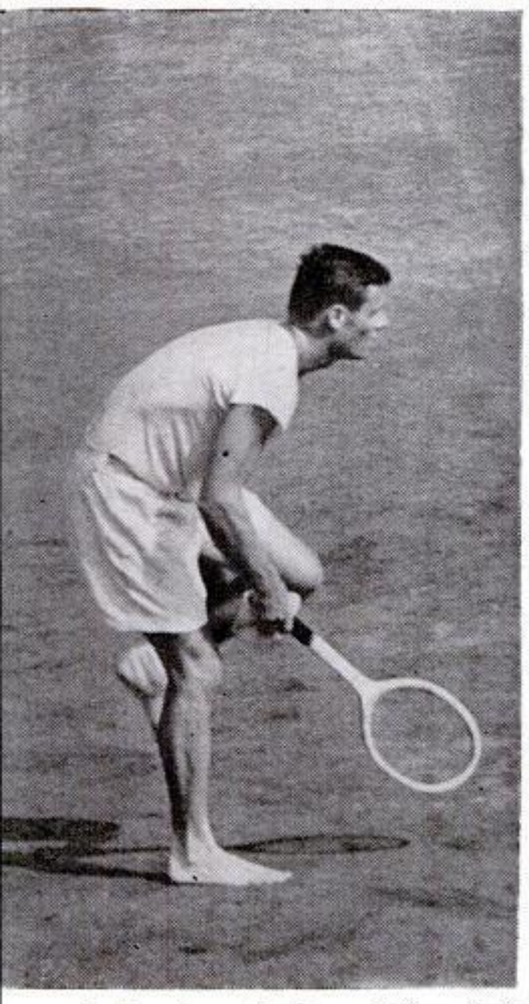
ON HANDS AND KNEES, Schroeder stares glumly at racket after falling. This happened in first set of Pails match, before Schroeder removed his shoes.



FLAT ON HIS FACE after another tumble, Schroeder shuts his eyes and hopes that an unreturnable shot by Pails will drop outside the base line. It did.

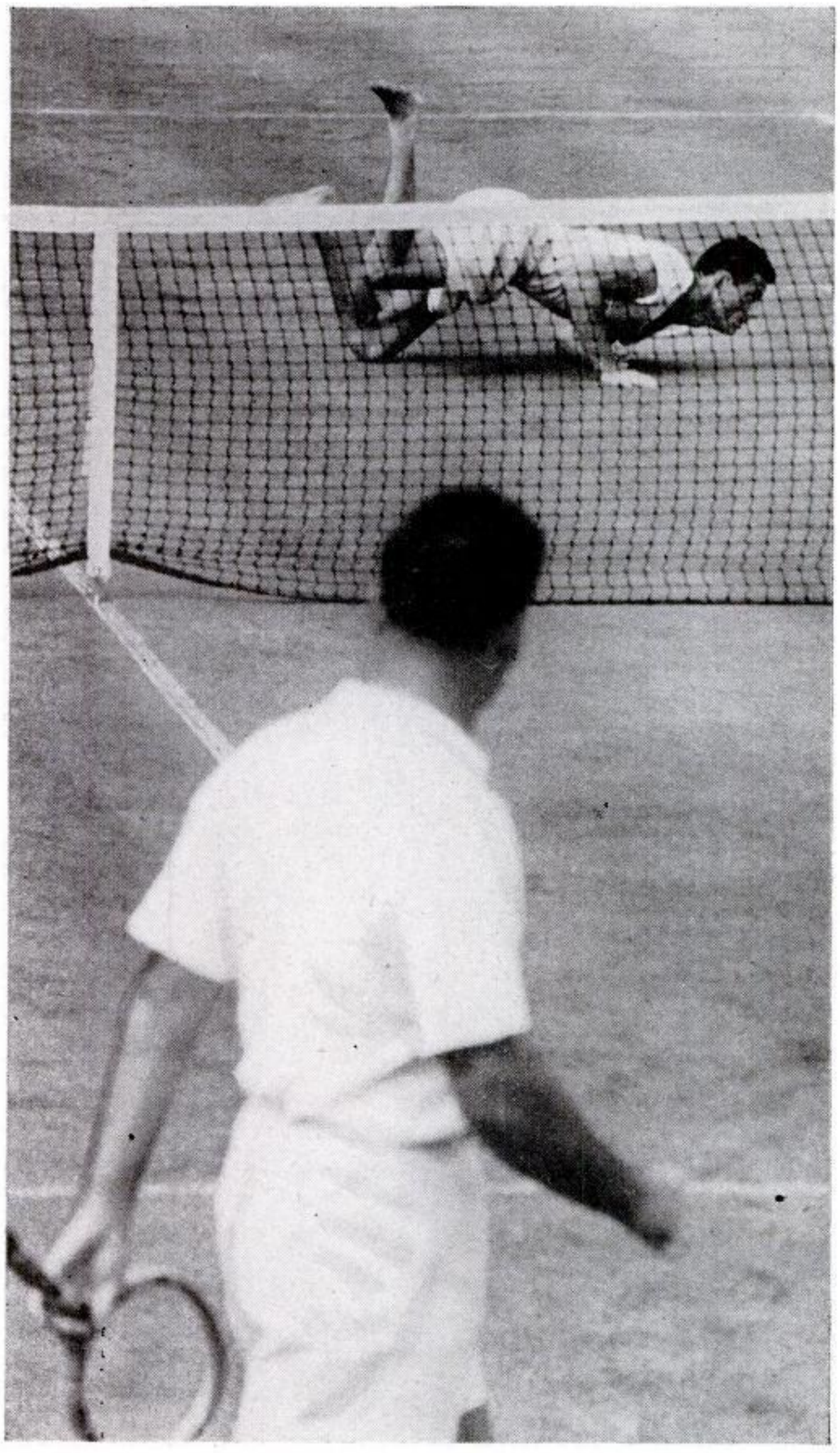
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BUT WINS HIS CRUCIAL MATCH



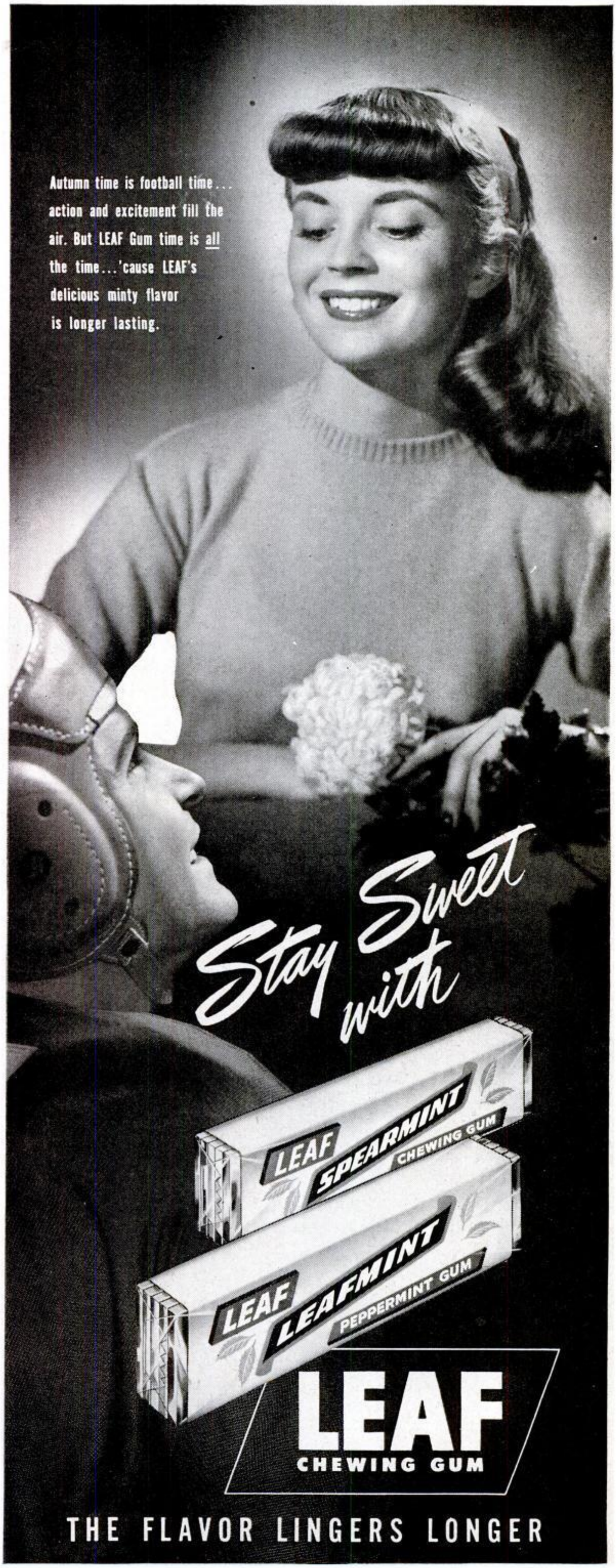


playing in socks (*second from left*) but soon rips them off in disgust. At right he wears spikes and clutches head in anguish after hitting a ball into the net.



A BELLY FLOP by Schroeder (*far court*) results when he slips in bare feet during fourth set. Pails has just scored a clean placement with his backhand.

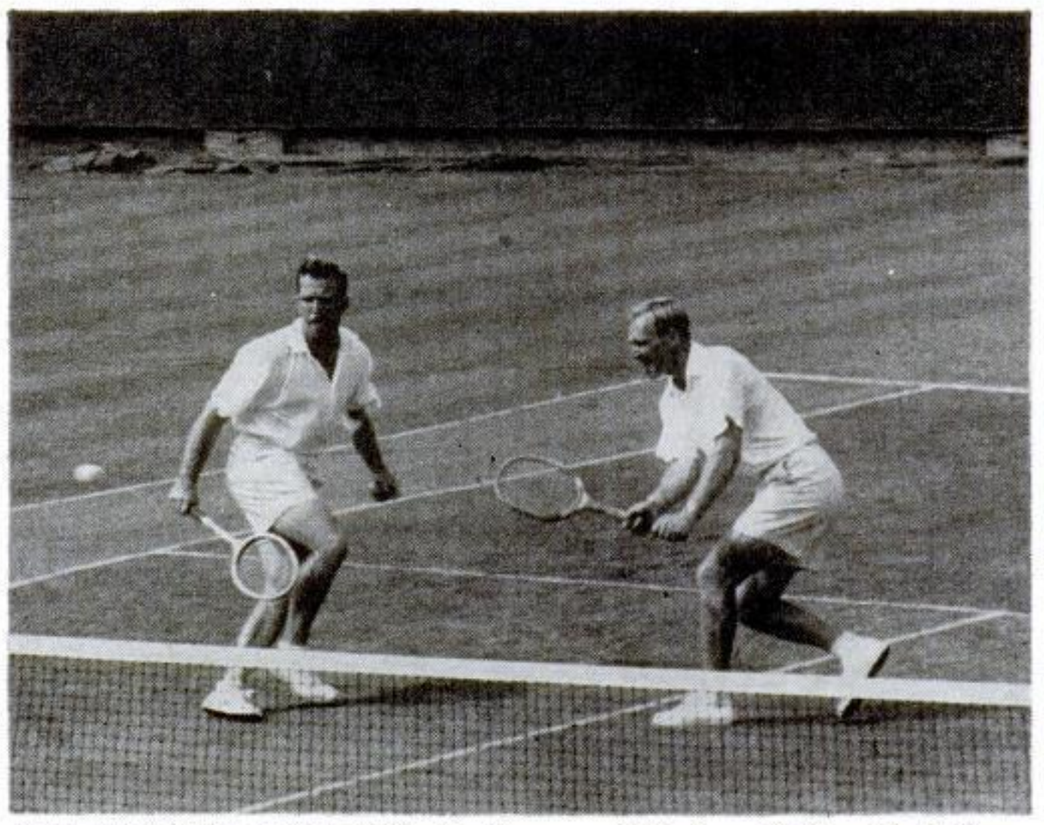
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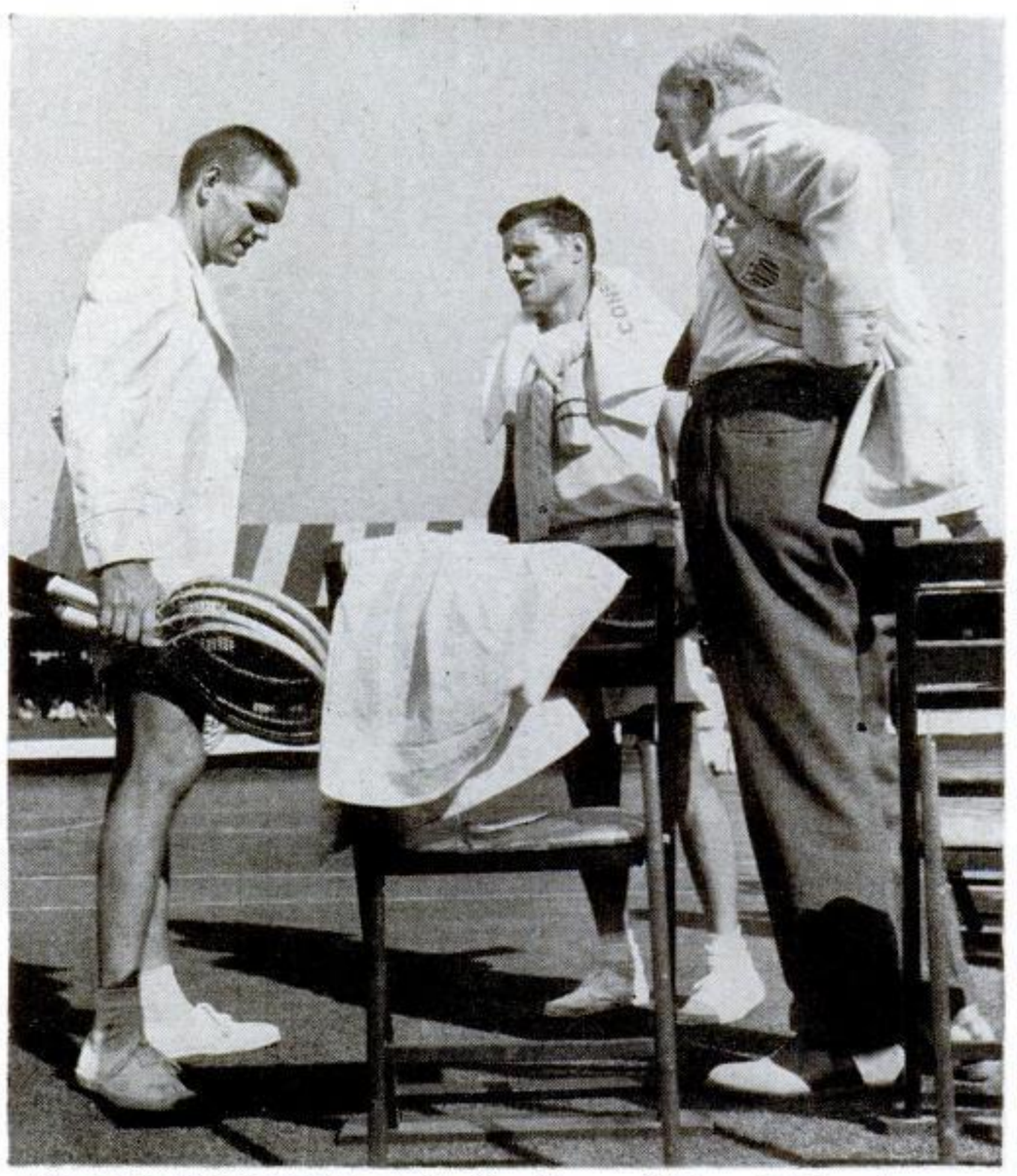
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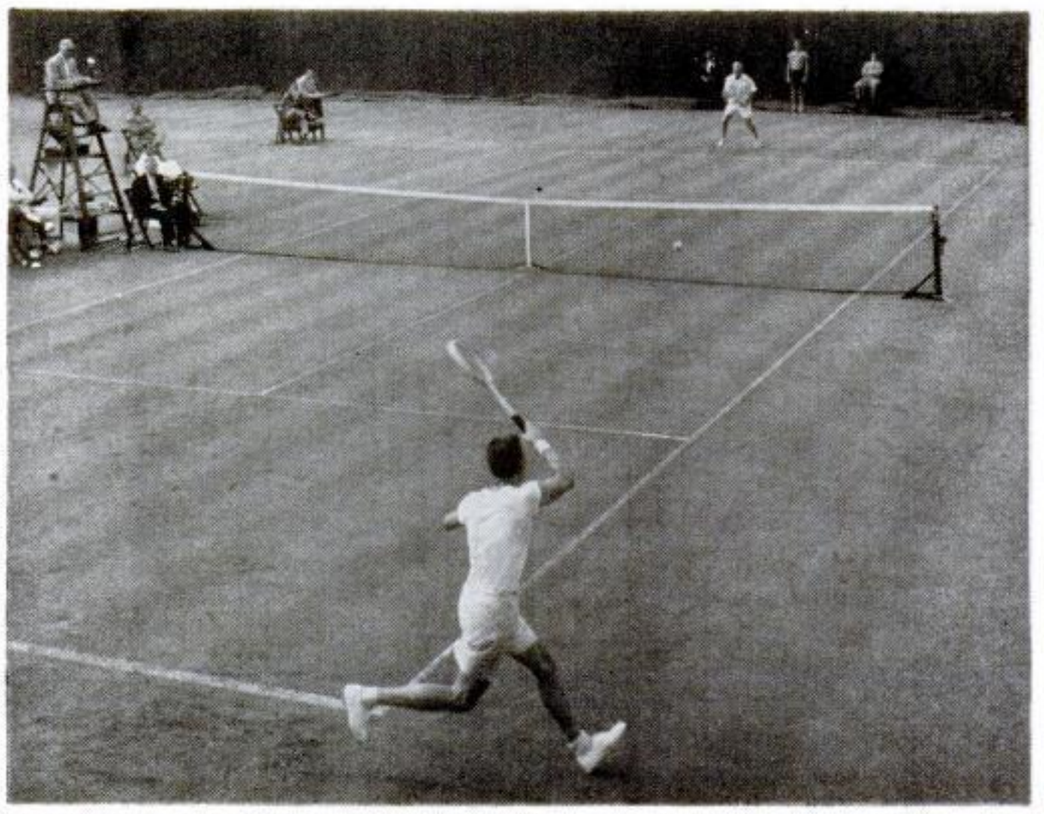




AUSTRALIAN WINNERS in doubles were Colin Long (*left*) and Jack Bromwich, whose two-hand stroke (*above*) helped defeat Kramer and Schroeder.

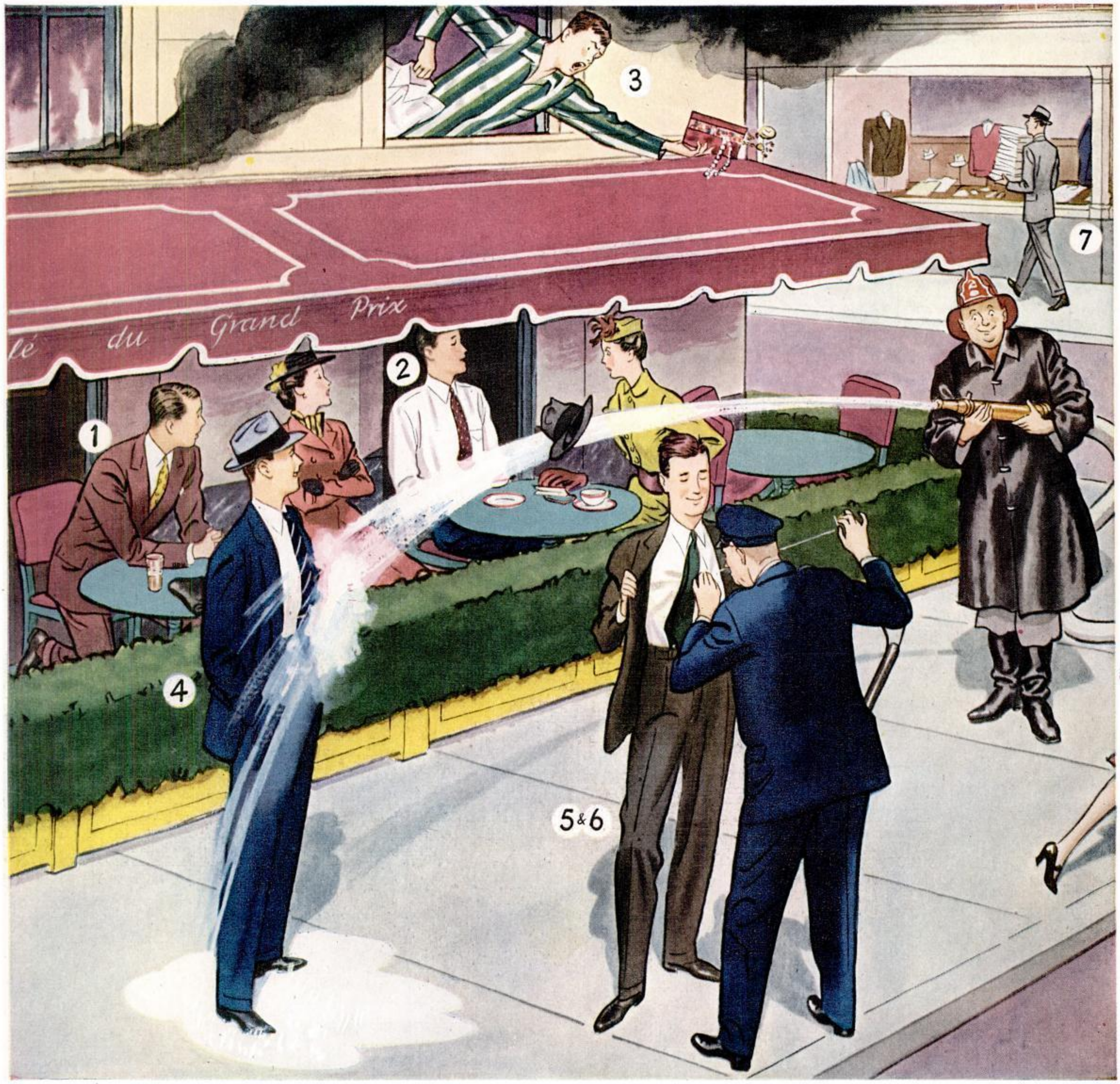


AFTER THEIR DEFEAT in doubles Kramer (*left*) and Schroeder appear downcast as they talk with Alrick Man Jr. (*right*), U.S.'s nonplaying captain.



KRAMER BEATS BROMWICH (*far court*) in final cup match for each. "Big Jake's" two easy victories confirmed his position as world's best amateur.

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Can you find 7 errors in this picture?

ERROR 1—No girl ever snoots a man (well, *hardly* ever) wearing a *handsome* Arrow Shirt with the perfect-fitting Arrow Collar.

ERROR 2—Man dining out in shirt sleeves. Social error? Perhaps. But man is *so* proud of displaying torso, as flattered by Arrow "Mitoga" tailored-to-fit design, that we'll pass it.

ERROR 3—This man seeks to save his "jools" first, his Arrows second. No sensible man would do this today.

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The Age of Enlightenment

In the reign of France's Louis XV, the passion for reason became a religion and the rule of women reached up to the king's throne

THIS IS THE FIFTH IN LIFE'S SERIES ON THE HISTORY OF WESTERN CULTURE

MADEMOISELLE DE COIGNY kept a corpse in her coach. The Age of Reason was dawning in France—it was the 18th Century—and there were otherwise just not enough minutes in those days of wonderful Enlightenment for mademoiselle to pursue, like other dedicated bluestockings, the fascinating study of anatomy. But with the corpse handy and her scalpel as keen as M. de Voltaire's wickedly witty mind, she could, while rattling over the Paris cobbles, slice and eviscerate in daily officiation at the new faith whose deity was reason, whose ritual was science and whose high priests were the *philosophes*, the new order of literary skeptics. The outstanding ones, glittering with intellectuality, were Baron de Montesquieu, Denis Diderot, Jean Jacques Rousseau and M. de Voltaire, especially Voltaire, for he had given the Enlightenment its watchword, "*Ecrasez l'infame*" (Crush the infamous thing). The infamous thing was generally taken to mean the intolerance of any religious or social authority, but the censors of King Louis XV were inclined to think it meant Church and state. For with the knife-edge of his wit, Monsieur de Voltaire had been anatomizing both for half a century.

In the history of the human spirit the Enlightenment was an interlude between the stake and fagots and the guillotine. It may be dated from the close of the 17th Century, when Western Europe was exhausted by dynastic wars, to 1789 when the French Revolution opened the cycle of great social wars which, by the middle of the 20th Century, have again all but exhausted Europe and are still far from ended. The Enlightenment flowered under Louis XV, though it began in the time of Louis XIV, who reigned from 1643 to 1715 and outlived all his sons and grandsons, handing on to his great-grandson, Louis XV, a nation in which the king was absolute monarch and in which a bureaucracy ran the government by an increasingly inflexible pattern of precedent.

In the history of nations the Enlightenment—a name given the era by Philosopher Immanuel Kant—was the age when, as the result of conflicts culminating in the Seven Years' War (the 1756–63 French and Indian War of American history), the French lost much of their great colonial empire in the east and west to the British. It was the age when Prussia under Frederick the Great succeeded in dominating Central Europe, and Russia under Catherine the Great succeeded in dominating Eastern Europe.

In the history of economics it was the age when the production of wealth, which had been steadily increasing in Europe since the Middle Ages, reached a vast new volume. Maritime commerce was swelling with the development of the new world, the exploitation of new colonies, the trade with the East. Overland commerce was pulsing along the newly constructed canals and roads. In England a process for smelting iron by pit coal was revived. The fly shuttle and the spinning jenny were invented. In France the milling of silk was perfected.

In art it was the age when painters reproduced the gay upper-class life of the day (*pp. 79–85*) with a spirit that gave grace and elegance to the frivolity of court society. In social history the Enlightenment was the age when the middle class, which controlled the new sources of wealth, began to challenge the once dominant aristocracy for overt power in the state which they as bureaucrats were already administering.



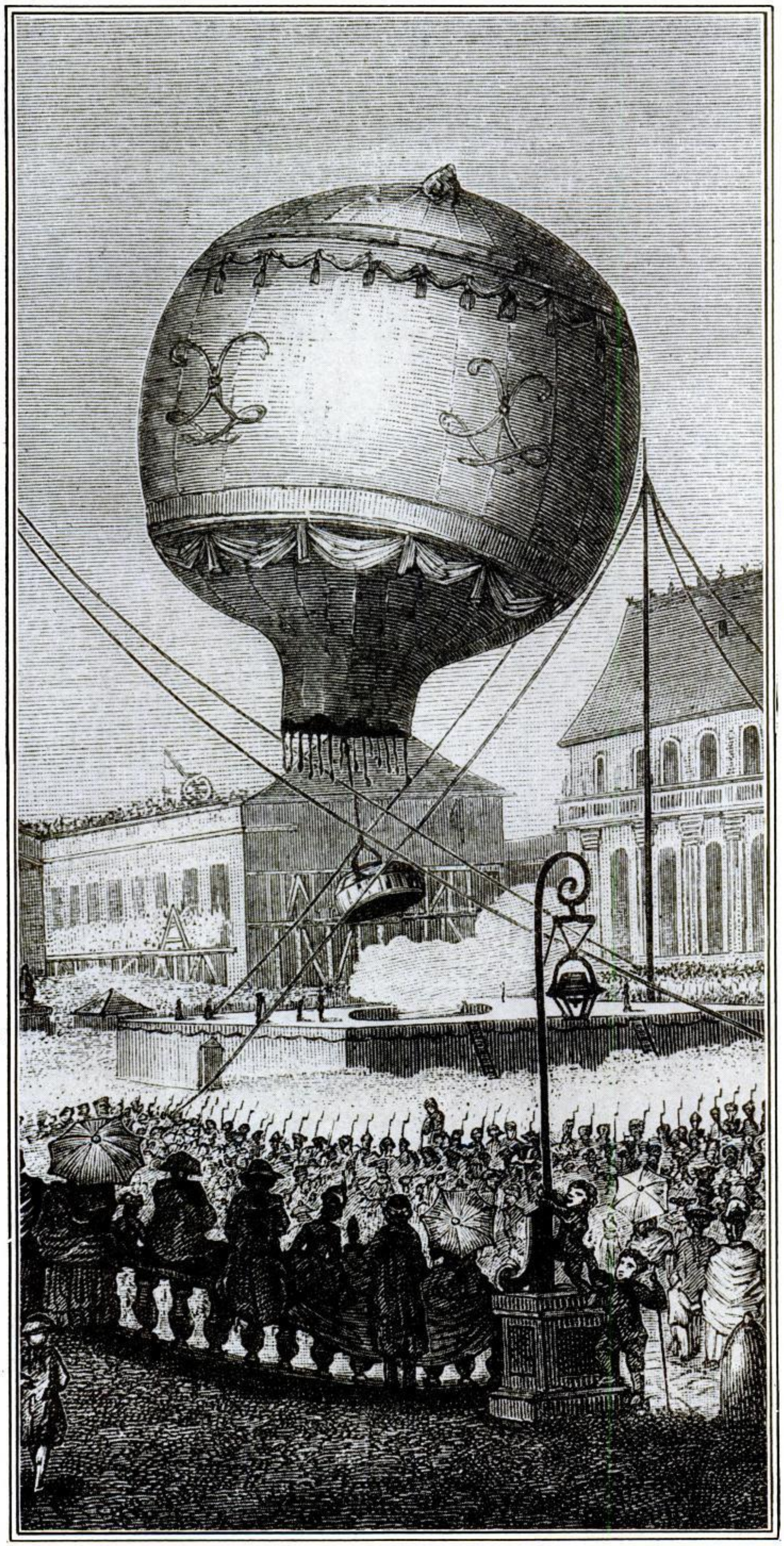
A GRAND LADY in France's Age of Enlightenment carried a wig 3 feet high, adorned with feathers, ribbons, jewels.

THE great divide of cultures is the moment when men feel within themselves a force equal to the vicissitudes of new vision. The vision of the Enlightenment was freedom—freedom from superstition, freedom from intolerance, freedom to know (for knowledge was held to be the ultimate power), freedom from the arbitrary authority of church or state, freedom to trade or work without vestigial feudal restrictions. This vision was embodied in the American Bill of Rights (for 18th Century America was also a part of the Enlightenment) and in the French Revolution's Rights of Man.

In the name of this vision the Enlightenment

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EXPERIMENTATION of all kinds was popular, especially when it created excitement like this balloon ascension at Versailles in 1783, one of the world's first successful ascensions. Balloon was made of cloth by the Montgolfier brothers, the Wright brothers of their day. It was filled with hot air from a straw fire, carried a sheep, cock and a duck, remained aloft 10 minutes.

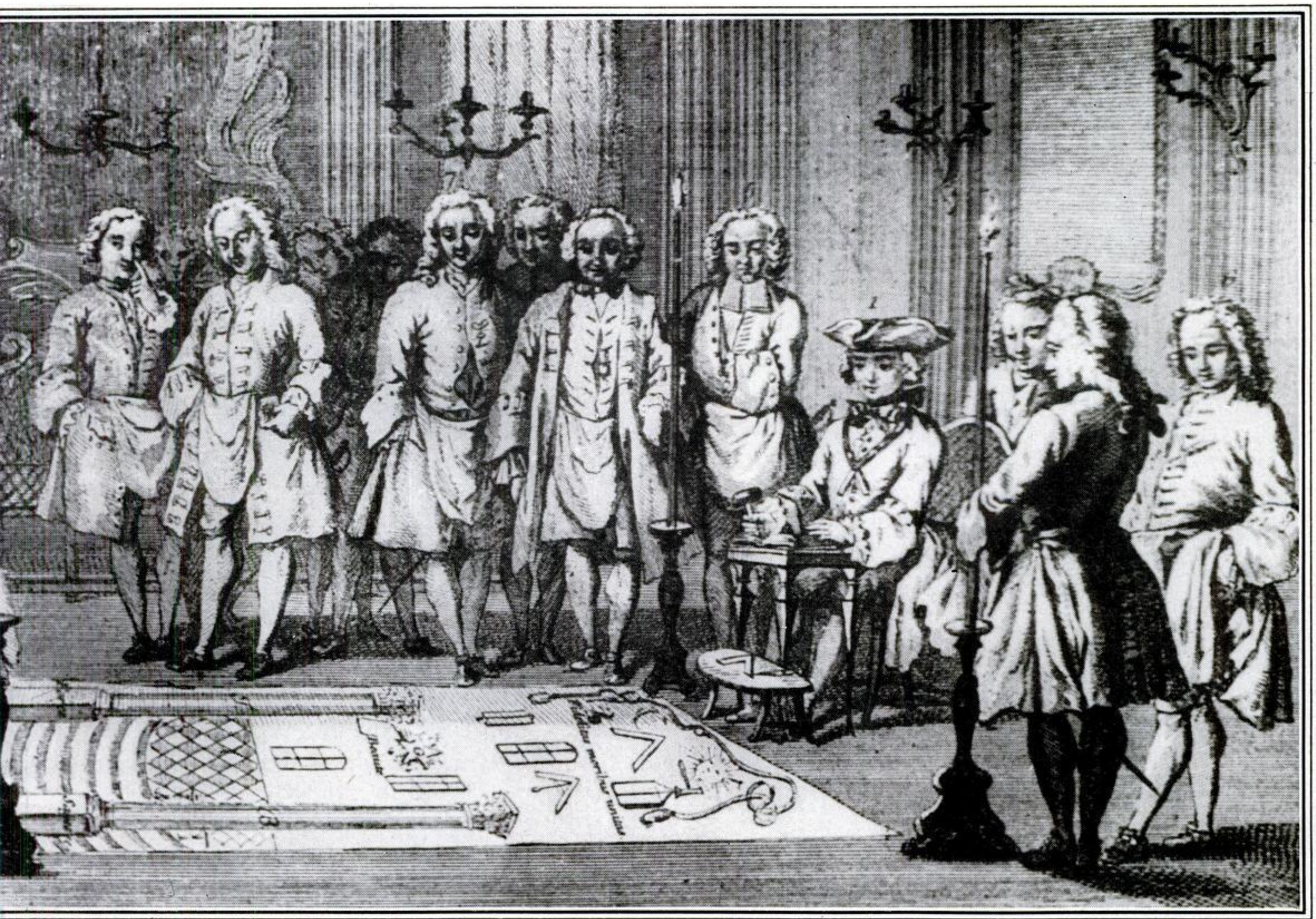


ANTICLERICALISM, or antichurch sentiment, was spread by the society of Freemasons, shown here as they are about to initiate a blindfolded new member (*left*) into the inner sanctum of



SCIENTIFIC FADS included hypnotism, which is being practiced here on a woman. Pioneer hypnotist was Anton Mesmer, who claimed his "mesmerism" could cure many aches and pains.

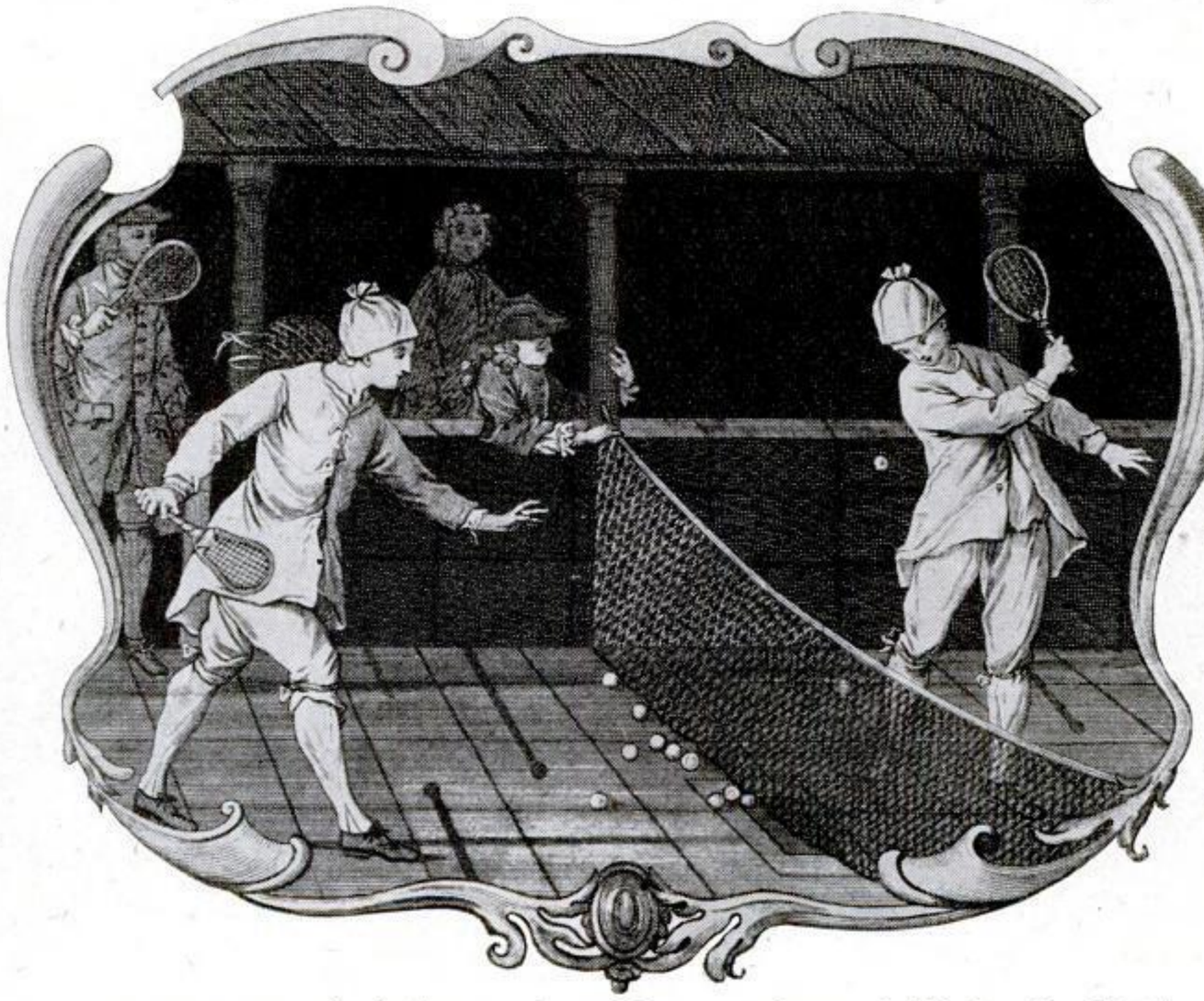
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the Masonic Lodge, where a symbolic banner is stretched on the floor. Freemasonry, though of earlier origin, became very important and widespread in the 18th Century and counted among its members such notables as Voltaire, Mozart and Frederick the Great of Prussia. Though its ideals were humanitarian, stressing charity and fidelity to each other and to mankind in general, it was primarily a society for men without definite religious affiliations. Its members discussed the new political ideas and later took energetic part in the Revolutionary activities.



CHORUS GIRLS of the day were opera entertainers who paraded on the streets in morning dress. Opera was popular but costly.



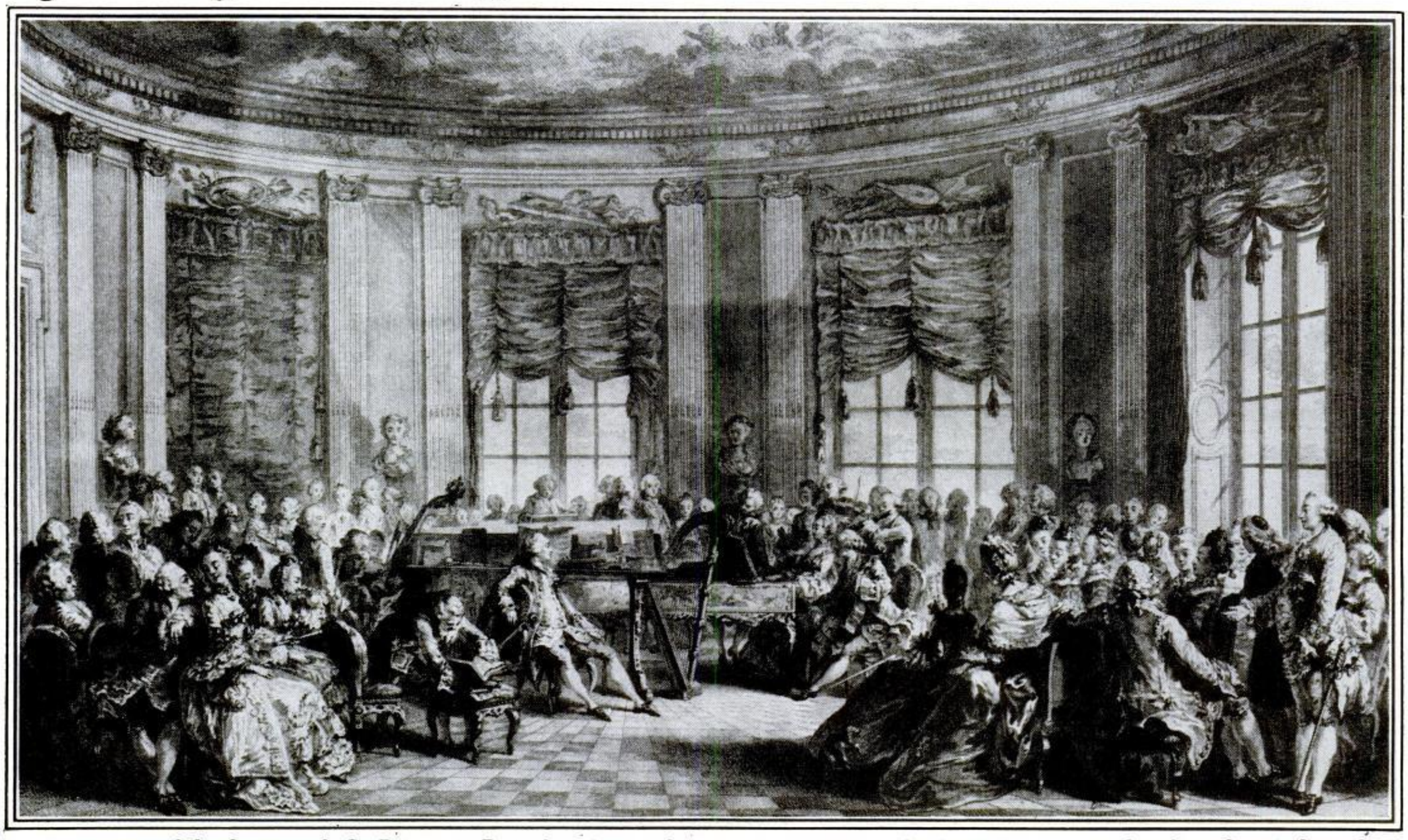
SPORTS were principally a pastime of the upper classes who liked to play this indoor racquet game, which grew into modern tennis. The game was regarded as a great spectacle and an occasion for heavy betting. One fancy tennis star of the day stood in a barrel, sprang out of it and into it before and after each stroke.



SPECULATION became a wild craze. In Paris, Scotsman John Law (*above*) promoted his disastrous "Mississippi Bubble."

CONTINUED ON NEXT PAGE 77

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AT THE SALON of the Comtesse de St. Brisson in Paris these bewigged aristocrats have gathered to hear a small chamber orchestra, if they can hear at all above their own chatter. Many nobles subsidized composers to write music for such affairs, often wrote and performed music themselves. So great was the enthusiasm for performing that the nobility also used to dress up and present their own plays and elaborate living tableaux.

The Salons

Society's grand ladies presided over the centers of wit and learning

One of the glories of the 18th Century was the salon, the social gathering place where the best minds of the day met and sparkled. Presiding over a salon was a full-time career for the wealthy but not necessarily noble lady of wit and fashion. In Paris hostesses competed vigorously for the celebrities of the day. Usually each one tried hard to have a special flavor or character for her salon. Philosophers flocked to the salon of the Duchesse de Choiseul, economists to that of Mme. de Marchais. Other hostesses saved certain days for certain friends. Tuesdays at Mme. de Lambert's were reserved for aristocrats who liked to discuss morals and metaphysics, Wednesdays were for authors and artists. On other days experiments were conducted in physics, chemistry and hypnotism.

Some salons became mere gossip parties where, as the Marquis d'Argenson wrote, "Conversation consists of nothing more than epigrams, ridiculous stories, monkey tricks. . . ." But at its best the salon was far more important than the court in advancing the Enlightenment.



MME. D'EPINAY was a writer and hostess of a brilliant salon. Among her noted guests were Rousseau and Diderot.



MME. DU CHATELET, musician, linguist, mathematician and salon leader, was the famous mistress of Voltaire.



MME. DU DEFFAND, who knew many Englishmen, held salon in a convent where she retired because of blindness.

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A Court Lady's Pastime

The pseudo-pastoral pleasures of the French nobles, who liked to dress up like shepherds and shepherdesses, are illustrated in *The Swing*, painted in 1766 by Jean Honoré Fragonard, a popular court artist for Louis XV.

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The King

Louis XV of France (*opposite*) became king at 13, wed a Polish princess at 15 and posed for this portrait by court artist Hyacinthe Rigaud at 20. He was dominated first by his tutor, then by his most famous mistress, Pompadour (*above*). When she died, he took Madame du Barry (*cover*) as her successor. Louis was a well-intentioned but easy-going monarch who could not save France from financial ruin. In his famed prophecy, "*Après moi le déluge*" (After me the deluge), he foresaw the revolution that came after his death. When he died in 1774 of smallpox, he was hastily buried in quicklime for fear of spreading infection.

His Mistress

Madame de Pompadour, a middle-class girl, became, in 1745, the mistress of Louis XV. An able governor and a model for all court women, she was virtual ruler of France until her death in 1764. This portrait was done by François Boucher around 1758 at the peak of her career. As a patroness of learning, she was portrayed here with a book—possibly by Voltaire—and on the floor a pile of music which is in danger of being chewed up by her pet spaniel. The quill pen and the opened letter (*right*) are a clue to the lively interest that French noblewomen took in spicy, and often very intelligent, correspondence.

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A Hunting Party

Antoine Watteau, the greatest French painter of his day, created *The Return from the Hunt* in 1720 while visiting his close friends, M. and Mme. de Julienne, at their country estate on the River Marne. There Watteau saw many such deer-hunting parties and persuaded his host and hostess to pose for the couple (*center, facing front*) resting on the ground after the hunt with their tired companions and hounds. In the background a cavalier, also just returned from the hunt, is helping a lady to her feet.

Hunting and riding were particularly popular with the nobles, who found them lordly, luxurious pastimes which provided exercise and filled up their long leisure hours. Grand ladies often spent the morning in a leisurely canter through the Bois de Boulogne outside Paris, attended by an admiring cavalier. In praise of such 18th Century women, the brothers Goncourt wrote, "From the height of a horse, a woman looks a thousandfold more willing, more alluring, more enterprising, more venturesome; the horse gives her a new magic . . ."

While most women in actuality wore a tailored, somewhat masculine riding habit, Watteau's equestriennes were painted in billowing, shimmering satins, as if they had just stepped out of a court minuet. The people in Watteau's pictures seemed to inhabit a charming but faintly melancholy dream world, bathed in the golden twilight that soon gave way to the Revolution's bloody dawn.

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A Mythical Journey

In Antoine Watteau's *Embarkation for Cythera* (*above*) a party of lovers is embarking for an isle where romance abounds, named after Greek goddess of love, Cytherea. At right a lover is urging a shy maiden to take the trip.

Afternoon in the Park

Nobles of the 18th Century, like those in Watteau's *The Elysian Fields* (*below*), were pleased to loll on a lawn and enjoy fresh air providing they could wear fine clothes. The reclining statue at right is a classical goddess.

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A Boudoir Painting

The Toilet of Venus, by François Boucher, which is now in the Metropolitan Museum, was probably painted for Madame de Pompadour's boudoir or her bathroom. In it a young lady optimistically entrusts her hairdo to a cherub while another (*bottom, left*) picks out her jewelry. The doves are traditionally associated with the goddess Venus. François Boucher enjoyed a tremendous vogue as a painter for boudoirs and salons, which he embellished with intimate glimpses of ladies in graceful disarray. A boudoir in Boucher's day was usually cluttered with such devices as rouges, creams, beauty patches, powders for the hair and skin and vinegar for wrinkles.

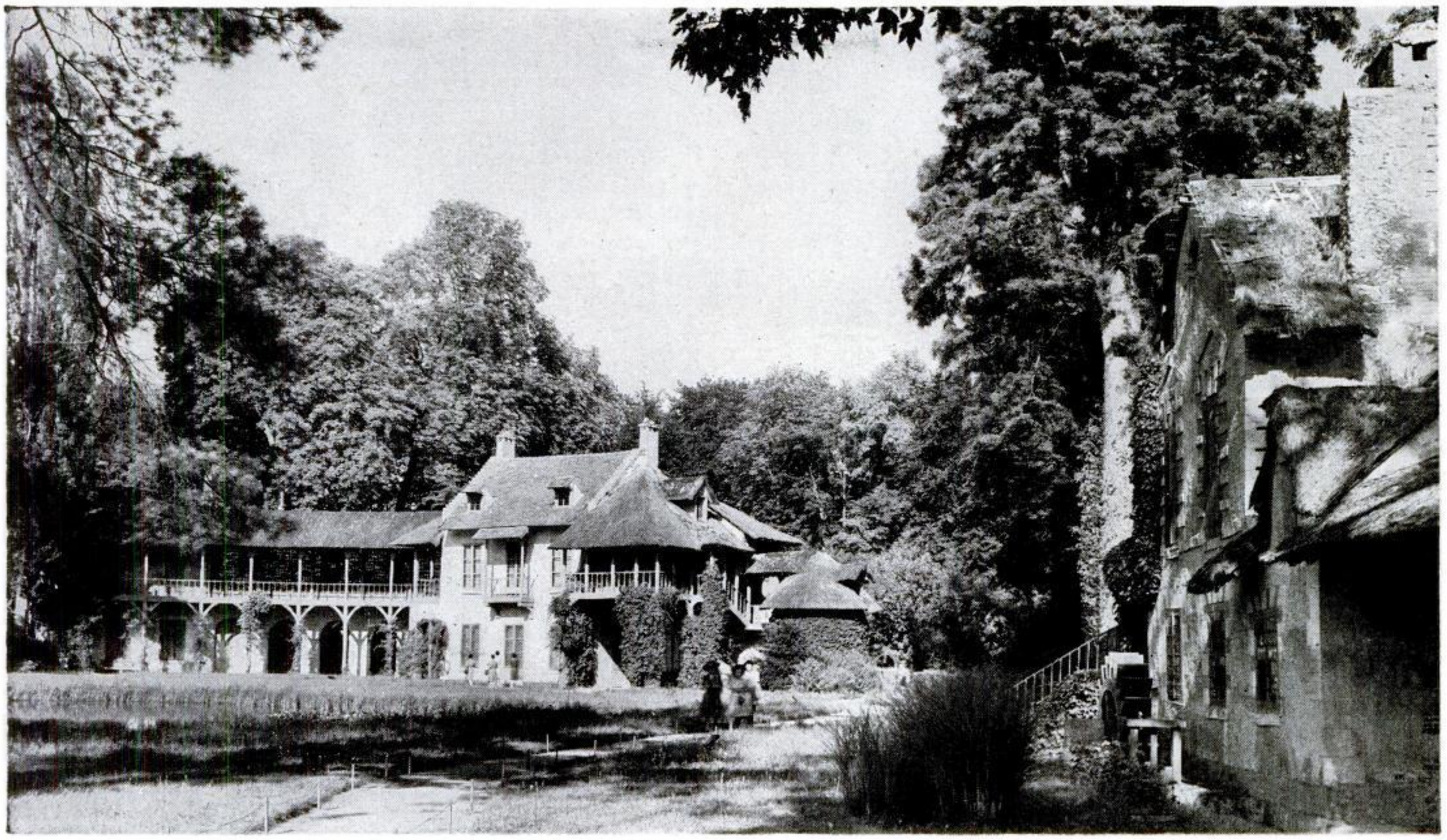
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Royal Chapel

Louis XV used to pray in this chapel built by his great-grandfather, Louis XIV, at Versailles. On the ceiling Antoine Coypel had painted a full-blown, baroque version, complete with cherubs, of God the Father in glory.

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A RUSTIC PALACE, or hamlet, was built for Queen Marie Antoinette near the magnificent palace of Versailles. At the right is a mill and in the background is a thatched cottage where Marie retired to her apartments when she was bored with the grand goings-on at the palace. Here, with her ladies in waiting, she dressed up like a milkmaid or shepherdess and believed she was living the simple life advocated by Jean Jacques Rousseau (*below*).

Return to Nature

Rousseau's scorn for artificial living turned the court to rustic play

From the previous era, the golden age of Louis XIV, the era of Louis XV inherited a well-formulated classicism. The heritage appeared in the noble, classical symmetry of Versailles (*opposite page*) and in all the arts and letters. The Age of Enlightenment appreciated classical forms. The classicists believed the universe could be explained by mathematical rules, and human affairs should be conducted according to those rules. Reason, order and symmetry assumed almost as much importance as Father, Son and Holy Ghost.

While this point of view was a valuable corrective for some of the prejudices of earlier times, it left no room for human emotion. French drama was patterned after strict rules derived from Aristotle in the Fourth Century B.C. Poetry became a vehicle for stilted moral discussions. The world of thought came to seem like the formal gardens of the day, with clipped hedges and orderly flower beds.

The reaction against the rigidities of classicism was already in the air when Jean Jacques Rousseau began to spread his return-to-nature doctrines. The son of a shiftless French watchmaker, Rousseau was brought up in Switzerland, came to France to struggle for a living. He composed operas, wrote for Diderot's encyclopedia and invented a system of musical notation. His famous *Confessions* were one of the frankest and most readable of self-revelations ever published.

Rousseau had a deep scorn for the artificial society that had grown up during the Enlightenment. His cult of nature, his belief that civilization is evil and that man is by nature good until society corrupts him, entranced 18th Century society. Under the influence of his novels, *Emile* and *La Nouvelle Heloise*, the sophisticated people of a highly sophisticated age tried to cultivate simplicity and tenderness. The nobility played at returning to nature like children at a fancy-dress party. They wore shepherds' costumes (*p. 79*) and lived in made-to-order rustic palaces (*above*).



ROUSSEAU (1712–78) rebelled against tight formal attire, wore loose, flowing robe and fur cap.

With Rousseau all this sentimentality was given real, practical significance. He advised pregnant women to undo the cruelly tight corsets that were in fashion and allow their unborn children to develop normally. He scolded the women of France for refusing to nurse their own babies. He formulated theories of education which have since been adopted by all good schools. He stressed the need for healthy, country vacations and declared that children should develop naturally instead of being forced at an early age to conform to adult standards.

In the perfected society which he outlined in his most famous work, *The Social Contract*, Rousseau established principles of government that should serve as a standard for any government: moral and legal equality for all men, sovereignty of the people and supreme authority of the general will. His faith in representative government has found its way into the constitutions of all the modern free governments in the world today.

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STORY OF "CANDIDE" by Voltaire lampoons an 18th Century idea that the world is always reasonable, well-ordered. Its foolishly optimistic hero, Candide, dwells with a baron who finds the boy dallying with his daughter and kicks him out into the world.



HORRORS OF WAR are seen by Candide, who joins the Bulgarian army. Though he dreads the sight of murdered women and children, he still says, "There is no effect without a cause. . . . Everything is necessarily linked up and arranged for the best."



MORE BLOODSHED is described to Candide by a crone he meets on his travels. She tells how in her youth she was captured by a pirate and fought over by pirates and Moors (*above*). But even as horror piles on horror Candide keeps his optimism.



IN SOUTH AMERICA Candide spies a pair of girls being bitten by monkeys. When he shoots the beasts the girls bitterly bemoan loss of their pets. Finally Candide gains enough wisdom to view the world as it really is, settles down to cultivate his own garden.



VOLTAIRE (1694–1778), the best-known literary figure of 18th Century Europe, was lean and long-beaked, with bright eyes peering beneath his wig. He hated exercise, ate and drank moderately, loved feminine company, kept a zest for life until he died.

Voltairė

His wit fought for reason and justice

The greatest literary giant and Jack-of-all-trades of the era was François Marie Arouet, who, after having been jailed for his outspoken writings, changed his name to Voltaire. He wrote plays, polemics, histories, society verses and romances. Today his best-known work is a cynical adventure story, *Candide* (*left*). No mere theorist, Voltaire fought courageously for reason and justice. He braved the wrath of authorities and the Church to defend the family of a Protestant named Calas who had been executed for a crime he did not commit. A man of great intellectual tolerance, he was also enormously vain and would viciously attack anybody who threatened his position. A philosopher, he also was a shrewd and greedy investor who made a fortune out of financial speculations. In 1750 Voltaire accepted an invitation to the court of Frederick the Great of Prussia. There he talked and bickered with Frederick and compared his majesty's poems to dirty linen. Voltaire at 83 returned in triumph to Paris, died of old age and excitement.



FREDERICK THE GREAT of Prussia (1712–86), Voltaire's crony and patron, was an enlightened despot who worked incessantly to strengthen his country but still found time to write poems, discuss philosophy, play concertos on his flute.

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DENIS DIDEROT (1713–84), compiler of first great encyclopedia, was once a Paris bookseller's hack. It took 20 years to finish the encyclopedia, which was entitled *Dictionary of Sciences, Arts and Trades.* All of the best writers of France contributed.

Diderot

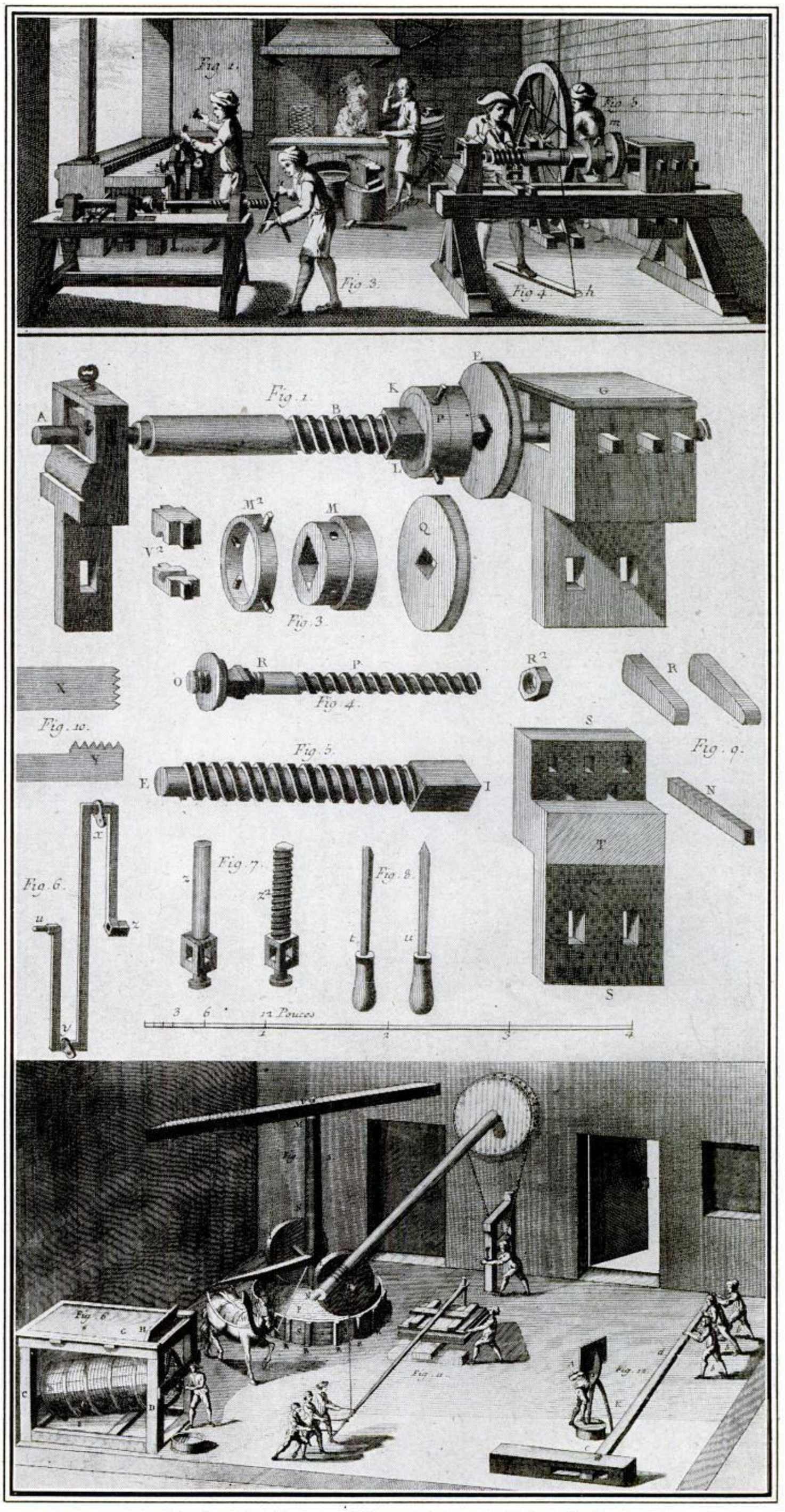
His encyclopedia spread knowledge

The thirst for knowledge, which animated the enlightened 18th Century man, was satisfied to an impressive degree by Diderot's encyclopedia. Denis Diderot aimed to collect in one many-volumed work all the new knowledge that was inaccessible to most people. For 20 years Diderot drudged. He and his writers were constantly harassed by churchmen who feared the encyclopedists' spirit of speculation. He spent his days in workshops (*right*), studying manufacturing processes, and at night set down what he learned in his new work. By thus disclosing and spreading trade secrets, Diderot helped bring to an end the guilds' restraints on industry.

Short of funds, badgered by the Church and the political authorities in France, Diderot in 1773 went to Russia where Catherine the Great contributed to his support. He stayed there for several months, arguing impudently with the great Catherine, forgetting to call her "Your Majesty," sometimes in the heat of discussion even slapping the royal knee.



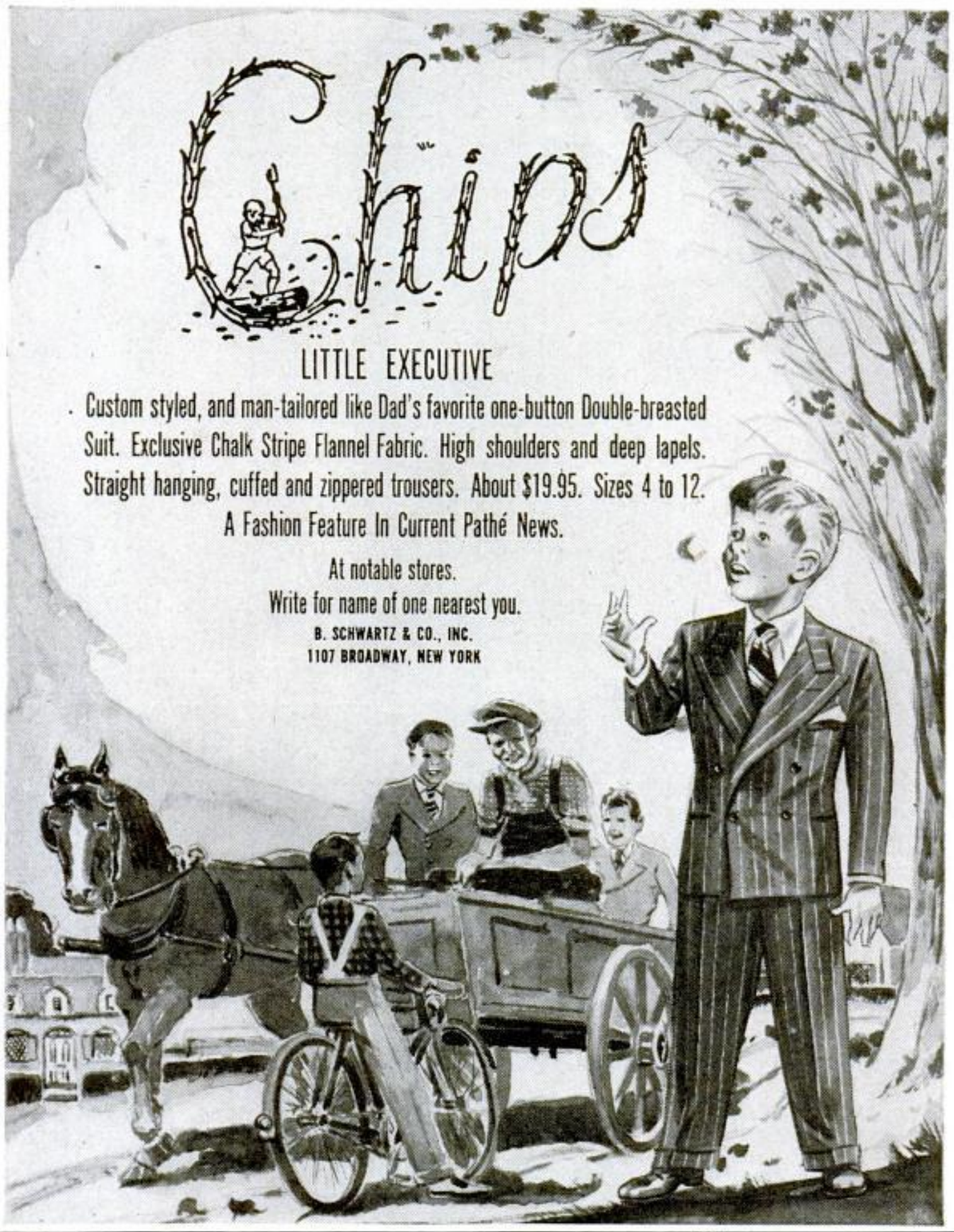
CATHERINE THE GREAT of Russia (1729–96), another enlightened despot, lured Diderot to her court at St. Petersburg. She busily imported French, Italian and English culture into Russia, but liberalism with her was more fad than fact.



ENCYCLOPEDIA sketches show how carefully its articles were illustrated. At the top is a factory for the manufacture of vises. The machines are shown below in their component parts. Letters and figures refer to description in the original French text. The scene at the bottom deals with the treatment of calamine, a zinc ore. The horse is turning a mill for grinding the ore. At the far left is a sifting machine. In the middle is a stone-sharpener and at the right workers push a lever to manipulate giant scissors for cutting metal.

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The Age of Enlightenment

CONTINUED FROM PAGE 75

finally reversed the whole trend of European culture. Before the Enlightenment culture had been essentially religious. Carrying further the work of the Renaissance, the Enlightenment made culture essentially secular. Before the Enlightenment the proper study of mankind had been the will of God. The proper study of mankind, said the Enlightenment with the voice of Alexander Pope, is man. Revelation had been held to be the highest form of truth. Looking back to Descartes, the 17th Century French philosopher who had synthesized mathematics and philosophy, and to Newton, the English physicist whose theory of gravitation had systematized all the discoveries of contemporary science, the Enlightenment sought system and reason in all things. There is no truth, said the Enlightenment, which cannot stand the test of reason. Slowly and surely the Enlightenment began that process whereby philosophy, the search for truth, was supplanted by science, the search for facts. Theology, the effort to know God's will, was replaced by history, the record of man's follies.

The Enlightenment is one great source of modern culture. In a brief 100 years, it revised the fundamental ideas of man's destiny and purpose which civilization had developed over more than 1,000 years. The Enlightenment was the intellectual chemistry whose gradual precipitate was the modern mind—secular, practical and utilitarian.

The function of the Middle Ages had been to reconstruct human civilization from the debris of fallen Rome. The function of the Renaissance had been to liberate the creative energies of the individual man and to reunite the culture of the ancient world with the culture that man had developed since. These movements had been spontaneous and organic. Their ideas were evolved, not superimposed. The Enlightenment in France began with ideas, and its immediate purpose was to reform or revolutionize French life.

It was a rather discouraging prospect. For one doubt rarely assailed the otherwise skeptical French mind of that century; few doubted that French civilization had reached a perfection unmatched in human history.

IN the museum at Versailles there hangs a picture by the 18th Century painter Olivier. Behind an open clavichord sits a little boy. Above him high, delicately white-paneled walls rise to the corniced ceiling; ceiling-high windows of many panes let in the light, or, more probably, through them the light within holds off for a moment the crowding dark without. Above a tall mirror portraits of two noble women gaze down from their height at a company below. It is the salon of the Prince de Conti, one of the most distinguished salons in 18th Century France. Its presiding spirit is the prince's mistress, the Comtesse de Boufflers, who is busy with a chafing dish, for on these intimate occasions servants are excused.

The boy at the clavichord is young Wolfgang Amadeus Mozart, the most famous child prodigy of his time. The little company is quite unconscious that it is dwarfed by the noble proportions of the hall it has chosen for its setting; in stiff, knee-length, embroidered jackets, the men stand and talk or roam about. The women, like honeybees, with wide panniered skirts and tight bodices above tiny, corseted waists, sit, rove, flirt with their fans. The conversation, like an intricate, dignified dance, weaves in and out, retreats, softens, swells, as one or another joins or falls out; sometimes wit, like a grace note, flashes, sometimes laughter tinkles.

We know the names of these figures to which even recollection can now give no more duration than a note of music—the Princesse de Beauvau, the Comtesse d'Egmont, the Maréchale de Luxembourg, the Maréchale de Mirepoix. These are among the great names of the 18th Century salons and they pluck wistfully for a moment at the iron chord of history as the quills of a harpsichord pluck at its metal strings.

Conversation was the impalpable element that held the men and women of this society in a common bond. The 18th Century talked itself into the immortality of memoirs and anecdotes, for conversa-

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Age of Enlightenment CONTINUED

tion was an art; indeed, in France, the age had none greater. It was talk of dry grace; common sense and clarity were its prerequisites. Earnestness was at a discount. Talk was an easy modulation of *bon mots*, gallantries, clear analysis of political and moral questions, light mockery of the question of human fate—brilliant, winged, facile talk.

Sometimes the thrusts were merely catty, as when her friends praised Mme. de Lutzelbourg for being, at 68, one of the most active women in France. "As active," snapped the Marquise de Polignac, "as fleas can make her." Sometimes a flash of wit like burning magnesium ribbon lit up character or problem. A talkative cardinal was describing to sceptical Mme. du Deffand the martyrdom of St. Dénis, who, when his head was cut off, picked it up and carried it in his hands. What was less well known, said the cardinal, was that the saint walked with his head under his arm from Montmartre to the church of St. Denis, a distance of some 6 miles. "Ah, Monseigneur," said Madame du Deffand gravely, "*dans une telle situation, il n'y a que le premier pas qui coûte*" (in a situation like that, it is only the first step that is the hardest).

This glittering, brittle, fastidious life of the salons made 18th Century France the motherland of European culture and Paris the capital of the human mind. It was a woman's world. Louis XV was the legitimate king of France, but in his time the country had had as many separate reigns as the king had had mistresses. There had been the reign of Mme. de Prie, of Madame de Mailly, of Madame de Châteauroux, of Madame de Pompadour (whom the king's daughter, Mademoiselle Adelaide, called "Mama Strumpet") and of Madame du Barry.

Coming up to Paris from Bordeaux, Montesquieu noted "the monstrous regiment of women." Wrote the political philosopher (whose own election to the Paris Academy of the Sciences was the work of Mademoiselle de Clermont), "There is no one holding an office at court, in Paris or in the provinces, without a woman through whose hands pass all the favors and at times all the injustices he can dispense. All these women entertain mutual relations; they form a kind of republic whose ever active members succor and serve one another reciprocally; they are a new state as it were within the state; and a man at court, in Paris or in the provinces, who observes ministers, magistrates and prelates perform their duties, unless he knows the women who govern them, is comparable to the man who sees a machine in play quite clearly but who knows nothing about its springs."

THESE women were terrifying in their hold on power. Mme. de Tencin was a wisp of a woman who kept Versailles in a tight mesh of her intrigue. Consider her unemotional statesmanship on the question of sending Louis XV to the Flanders front: "Between us, it is not that he is capable of commanding a company of grenadiers; but his presence will do much good. The troops will accomplish their duty better and the generals will not dare to fail in theirs so openly. . . . A king, whatever he be, is for the soldiery and the people what the Ark of the Covenant was for the Hebrews; his mere presence is a presage of success."

Here is the Maréchale de Mirepoix reassuring Madame de Pompadour, who had been badly frightened by rumors that a rival was threatening to oust her from the royal bedchamber: "The friendship the king bears you is the same as that he bears your apartment and surroundings; you have adapted yourself to his manners and stories; he is not embarrassed, he does not fear to bore you; how can you expect him to have the courage to uproot all this in one day?"

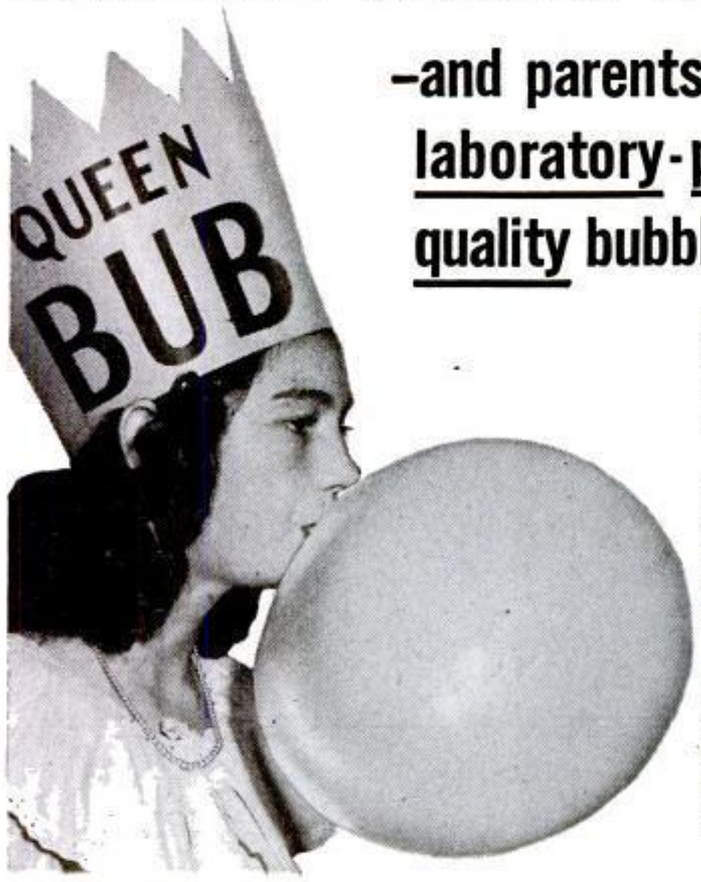
Here is Mme. de Jully, discussing her husband with his sister: "M. de Jully would be astonished indeed if someone were to tell him that he does not care for me at all. It would be a cruel trick to play on him, and me also, for he is the sort of man to be thoroughly put out if he were robbed of his hobby."

The worldliness is of a piece with the wit and explains better than definitions the only reverence 18th Century France knew—the reverence for common sense. These women were tacticians of character. Their realism was of the unclouded kind that is invulnerable to pity. Their world held for them only one terror, ennui, and only one horror, a lapse of taste. It was one of the most elegantly unreal worlds in history, a world which drained away the resources

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BESTFORM



LIGHT AS A FEATHER
but good and firm when it comes to controlling unruly waist and hips . . . Bestform's nylon girdle with wonderful nylon elastic panels for the smoothest line. Side talon. At good stores everywhere. In nude, white and blue. In two lengths:

Style 5462–14 inch. $5
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Age of Enlightenment CONTINUED

of a country and lay oppressively on an impoverished and overburdened people.

Of the four men—Montesquieu, Diderot, Voltaire and Rousseau—who chiefly meant the Enlightenment to this scintillant and foredoomed society, the least influential in France was Montesquieu. But his book, *The Spirit of the Laws*, propounded a doctrine of the separation of powers between the legislative and executive branches of government which influenced profoundly the framers of the American Constitution.

Denis Diderot had an all-embracing influence on his country for he had an omnibus talent. First of psychological novelists (*Le Neveu de Rameau*), evolutionary biologist at the dawn of the age of evolution, art critic and devout philosophical materialist, he was most famous for his editorship of the encyclopedia (*p. 89*). This vast work, which ran through six editions and to which practically all the *philosophes* contributed, was the greatest single propaganda focus of Enlightenment in France. Voltaire wrote the article on history, Rousseau wrote the article on music. Montesquieu contributed an essay on taste. The physiocrats, Turgot and Quesnay, wrote on economic subjects advocating economic enlightenment in the form of *laissez faire*, free trade and enterprise unhampered by mercantilism, which had placed the hard hand of state regulation on business.

The plan was ambitious, the success remarkable. The editors made a brave effort to keep an enlightened, critical and scientific attitude and to free themselves from the prejudices of the past. The encyclopedia's articles on science insisted on the experimental method. The most advanced views on political economy were presented. The happiness of the working class was declared to be the chief purpose of good government. The historical and religious articles were conservative; they had to get by the censor. But free thought and attacks on authority were slipped into casual pieces. Thus the article on Aius Locutius, a Roman deity, urged freedom of thought; the article on Juno cast doubt on the Virgin.

ALTHOUGH they were banded together to advance tolerance and reason, the encyclopedists quarreled among themselves. Many of them, Diderot included, bitterly attacked Voltaire because he acknowledged the existence of a creator, although Voltaire's God was not the God of Christianity but the impersonal Supreme Being of the deists, a God who created man and then left him to his own devices, having no interest in his actions or ultimate salvation.

The Enlightenment had no more complete or prolific son than Voltaire. He was almost involuntarily witty and organically skeptical. But what he believed, he believed in fanatically. He believed in the physics of Sir Isaac Newton, the psychology of John Locke, freedom of thought, civil rights and personal security. In his *Age of Louis XIV* and his *Essay on the Manners and Spirit of the Nations* Voltaire revolutionized the writing of history by discussing social and cultural movements instead of simply chronicling the succession of kings and wars. But his famous work, one of the few books of the Enlightenment that is still read for pleasure, is *Candide* (*p. 88*), which savagely satirized the complacent belief, falsely derived from orthodox philosophers, that this is the best of all possible worlds. Unlike other *philosophes*, Voltaire had cut deep into a more enduring subject than doctrinaire controversy or the battle of ideas—the eternal subject of human folly.

Voltaire and Diderot had been popularizers of the scientific and philosophic sides of the Enlightenment. Jean Jacques Rousseau (*p. 87*) was the great prophet of the democratic revolution in every field. His *Social Contract*, with its theory of the right to power of the sovereign people, was a powerful spur to the French Revolution. Through Rousseau, the Enlightenment leads directly to the Revolution. He was dead before it came. So was Voltaire. This was a pity, for a very minor confrontation of values during The Terror might have tickled the old philosopher's ironic sense. Mme. de Gramont had possibly never had an idea in her unenlightened head when she was called before the Revolutionary Tribunal to stand trial for her life. "Had she ever aided the aristocrats who had escaped abroad?" the court asked her. Mme. de Gramont knew that if she answered yes she would be guillotined at once. For some seconds she looked at her judges in silence, then, "I was going to answer no," she said, "but life is not worth the lie."

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Seven-foot cross section of America

Young Saddle Shoes just got his allowance and is buying Bobby Sox a sundae . . . Fancy Pumps is resting between rounds of shopping . . . Paratroop Boots is passing the time of day with his friend, the soda clerk.

Familiar scene? Of course. We all know the drug store fountain. The cool, shady smell on hot summer afternoons. The glow at the end of the street on crisp autumn nights. Clean marble and shining faucets. Those first, tender, movie-and-ice-cream dates.

There's nourishment at the soda counter too. The good dairy foods regularly sold there insure that. And at the fountain, or in your own home, National Dairy brings you milk and milk products at their finest.

Three labels identify National Dairy brands—"Kraft," "Sealtest" and "Breyers." They signify special value in purity and nutrition. Laboratory research sets their high standards; rigid supervision makes certain that these high standards are maintained.

The result is *protection* of the mineral, protein and vitamin content of milk—*nature's most nearly perfect food*—and its many products. Flavor is improved. Packaging methods are better. Quality is assured. You find a full measure of health in the dairy products which are such an important—and agreeable—part of the American diet.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.

These brands assure you of highest quality

NATIONAL DAIRY PRODUCTS CORPORATION

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SHOW GIRL LUCILLE BARNES WEARS UNPROTECTING RIDING HABIT, FONDLES A LARIAT AS SHE SITS ON A WOOD FENCE AND MOODILY INSPECTS THE OLD CORRAL



VESTA AND VEDA RYKER DRAPE THEIR BARE SHANKS ON HORSE'S BARE FLANKS

HOLLYWOOD RIDING HABITS

Women's clothes reached a nonutilitarian high in Hollywood recently with the development of riding habits which look just wonderful but unfortunately do not protect the rider from the horse. For a movie musical called *Two Guys from Texas* masterminds at the Warner Bros. studio posed show girls in corrals and on cayuses in what looked like buckskin bathing suits. Even if their bare thighs got a trifle chafed, what was that where art was concerned?

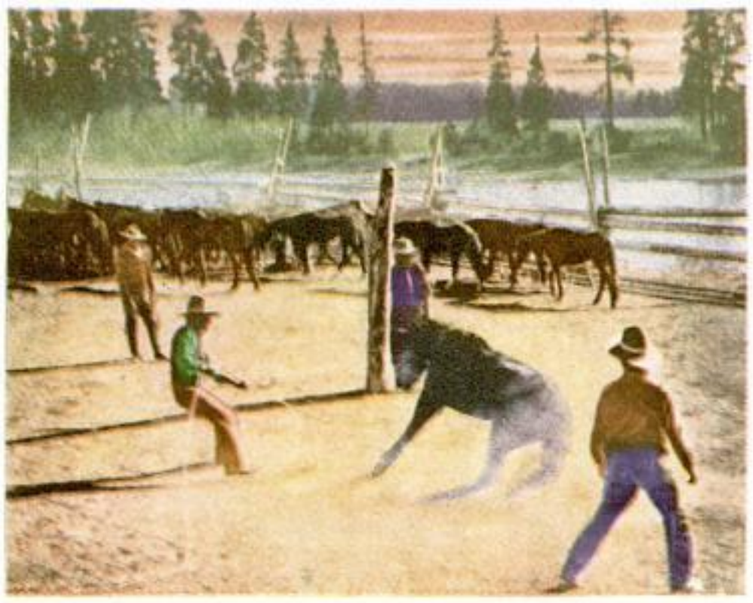
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NOTHING TASTES AS GOOD AS RITZ—BUT RITZ!

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How bronc-busting went top-hat



1858 **Today's spectacular** rodeos had casual early beginnings. Cattle and horses roamed an open range. Herds mixed, so ranchers held annual round-ups or rodeos. In the year the name Corby's came to Canada, cowpunchers competed informally in riding and roping.



1889 **Grinding saddle leather**—wild horses—this color was too good to go unnoticed. Champ riders staged shows and charged admission. When the name Corby's passed its 31st birthday in Canada, many men were gaining skills later used as Rough Riders in the war with Spain.



1940 **Every section** of the country produced "wild west riders." Many never saw the range, but they gave breath-taking thrills for crowds from New York to Calgary, Canada. When the name Corby's was 82 years old in Canada, 200-odd public rodeos drew contestants.

1947 **Frontier Celebrations,** "Stampedes," and the big indoor rodeos attract national attention. They're fast, hard-riding shows. The spills and chills are top excitement even though the audience often seems dressed for a banquet. Rodeos are now gala events—*the kind that calls for Corby's.* Be it formal or informal, lasso yourself the light, sociable whiskey with a grand old Canadian name. Pardner, you'll enjoy Corby's.





CORBY'S . . . A GRAND OLD CANADIAN NAME

PRODUCED IN U.S.A. ***under the direct supervision of our expert Canadian blender***

86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co., Limited, Peoria, Illinois

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LUCILLE BALL LOOKS ASKANCE AT HUSBAND (FRANCHOT TONE) AS HE DOES MORNING SETTING-UP EXERCISES IN A BEARD WHICH HE DID NOT HAVE AT BEDTIME

MOVIE OF THE WEEK:

Her Husband's Affairs

Screwball comedy is resurrected

The heyday of the screwball comedy was 1936–38, when Hollywood turned out *My Man Godfrey*, *The Awful Truth*, *Nothing Sacred* and similar chunks of high-grade daffiness. Columbia's *Her Husband's Affairs* is reminiscent of those good old days. It is a completely silly movie, built around a wildly implausible idea which begins in confusion and compounds itself into chaos.

An amiable but impulsive advertising man (Franchot Tone) gets his hooks on a face cream that seems to remove whiskers without benefit of razor. Then it turns out that the cream has a delayed action. It really is a sort of fertilizer for hair, and overnight Mr. Tone and his associates begin looking like members of the House of David (*above*). Then they peddle the cream as a cure for baldness, with further disastrous results—and so on into the night.

Some of what goes on is merely cute, but most of it is funny. Franchot Tone, who overacts painfully, fails to help the picture much, but good-looking Lucille Ball, as his Miss Fix-it wife, could give any actress lessons in how to play comedy, will remind many of Carole Lombard at her best.



STRAW HATS are a challenge to Adman Tone. He writes a slogan to emphasize their lightness: "Tappel hats—You don't know you're wearing one." Then he and his wife ponder on how to obtain an endorsement for them from the local mayor.



ENDORSEMENT materializes at baseball park when Tone's helpful wife slips a Tappel hat on mayor's uncovered head while *America, the Beautiful* is played. The mayor does not know he is wearing one until the fans start to boo him for being unpatriotic.

CONTINUED ON NEXT PAGE

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America writes with Scripto...





Scripto is the housewife's "write-hand man"—for telephone notes, kitchen lists, memos, messages, figuring.



Scripto pencils serve the businessman by speeding words and figures, reducing errors, saving time and money.

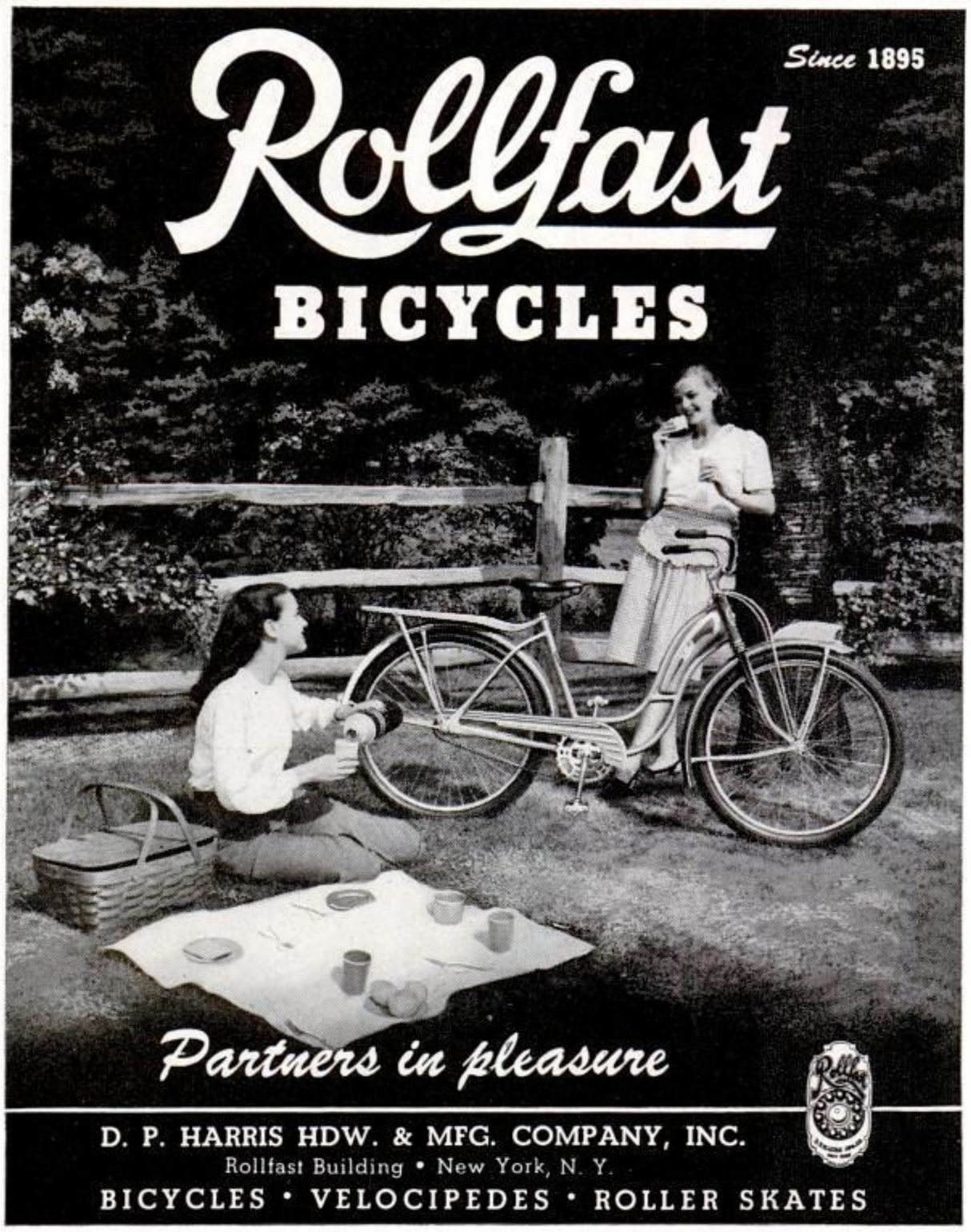
YOU meet more Scripto long-lead pencils every day. *The world's largest-selling mechanical pencils!* Always sharp, always ready to write. So switch from old-fashioned pencil-sharpening to the modern *Scripto* way of writing! At stores everywhere, 20c to $1.00. Refill leads and erasers, 10c a pack.—*Scripto, Inc., Atlanta.*

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Higher in Canada

Scripto PENS AND PENCILS
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BICYCLES • VELOCIPEDES • ROLLER SKATES



MIRACLE OCCURS when Tone applies to a window cleaner's face a cream invented by the mad Professor Glinka (Mikhail Rasumny, *with beard*). Subject's whiskers come off without shaving and Tone thinks he has a gold mine.



MIRACLE EXPANDS when Tone and his equally excited backers announce the discovery and, before bothering to test it further, pass out samples to all the diners at a quickly convened banquet. The cream works just as advertised.



MIRACLE COLLAPSES the next morning, when all those who have used the cream awaken with thick beards. Most embarrassed is a lady who put some on to get rid of a little lip hair, finds she has acquired a soup-strainer mustache.

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BRIGHT IDEA soon occurs to Miss Ball. If the cream will grow hair, she says, why not apply it to bald spots? The annoyed backers of the invention turn optimistic again and go home to try out the new method on themselves.

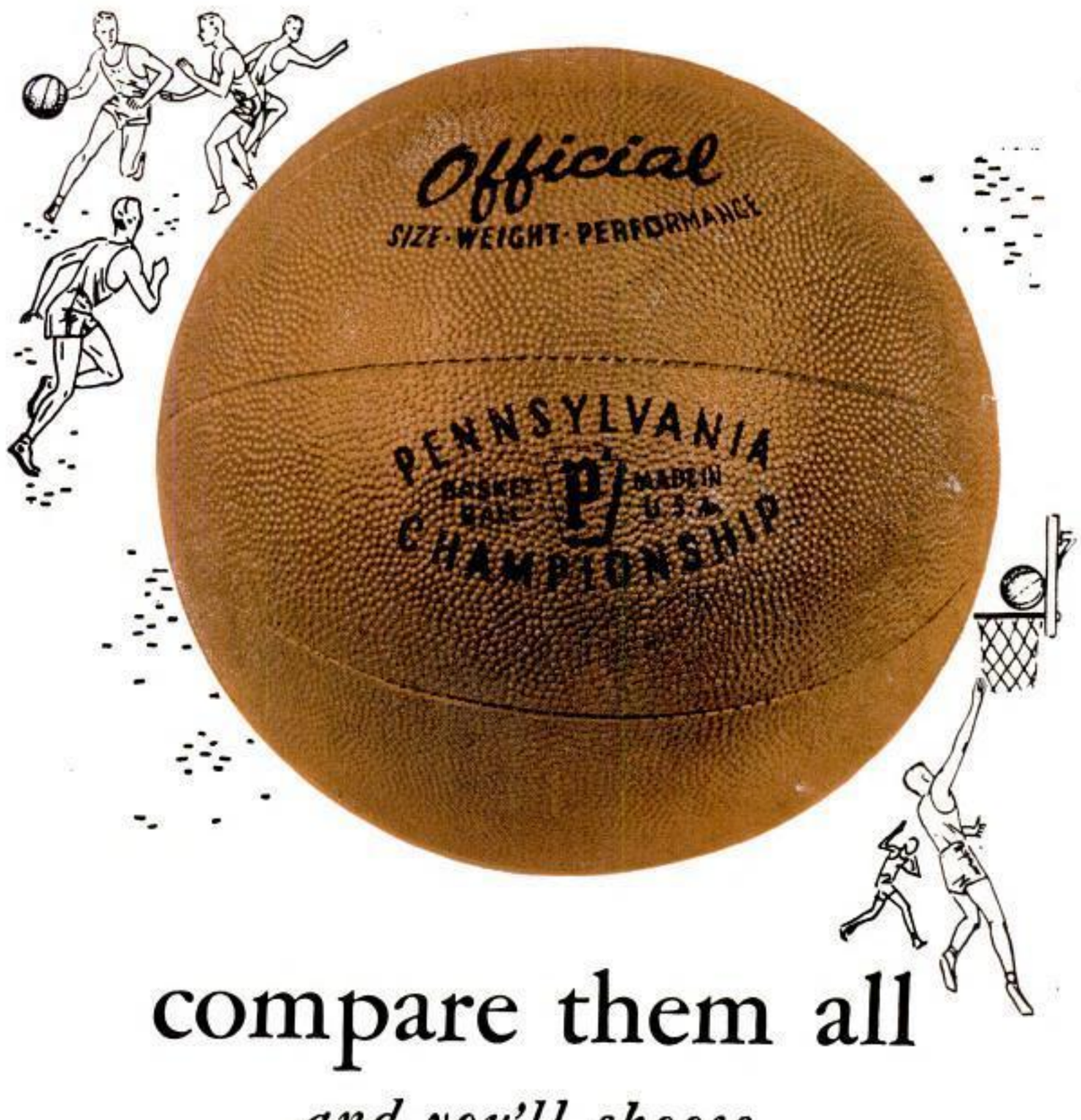


FURTHER DISASTER is the result. Hair grows so erratically that most of the subjects return looking like sheep dogs. In some cases the subject's scalp has become hard as glass so that whenever touched it resounds like a gong.



FINAL PRATFALL comes after two more mistaken inventions, a murder trial and a marital breakup. In the end, however, when Tone stumbles down a baggage chute, his wife finds she still cares (*above*) and jumps in after him.

meets and beats big time competition . . . *even in price!*



compare them all

and you'll choose

PENNSYLVANIA

This new kind of basketball is the greatest improvement since valve-inflation. It "feels" better than the conventional ball for the pebble grain is more pronounced, permitting more accurate dribbling, passing and shooting.

Covered with PERMAHYDE, the sensational one piece molded cover developed by PENNSYLVANIA, there is no bulky lacing to throw the ball into a bad bounce when you're racing down the floor. See it and price it and get a surprise! For 'though it plays better indoors and *wears three times longer* outdoors, it costs less than conventional balls of equal quality. A standout value in outstanding stores everywhere.



One of a line including **FOOTBALLS, SOCCER BALLS, TENNIS BALLS, VOLLEY BALLS, SOFT BALLS, WATER POLO, PLAYGROUND AND HAND BALLS.**

PENNSYLVANIA ATHLETIC GOODS

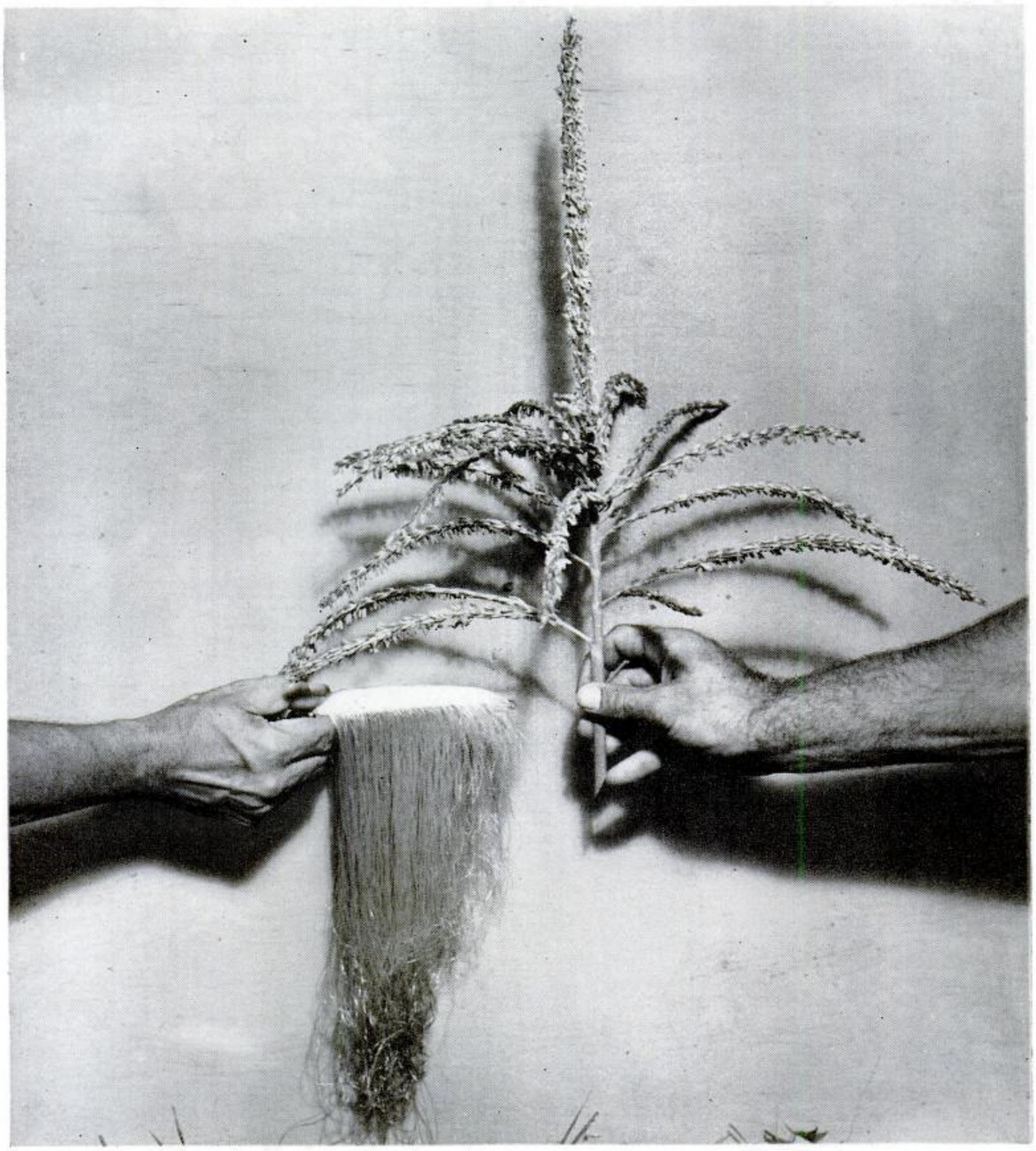
PERMAHYDE is the Pennsylvania name of a new one-piece, molded cover for sports balls, perfected by Pennsylvania. All the feel of the conventional cover, yet it wears three times longer.

THIS BALL COVERED WITH **PERMAHYDE**

PENNSYLVANIA RUBBER CO. • PENN-CRAFT PARK • JEANNETTE, PA.

World's Largest Manufacturer of Tennis Balls

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SEXUAL ORGANS OF CORN, THE MALE TASSEL (RIGHT) AND FEMALE SILK, ARE BASIS OF CONTROLLED BREEDING

HYBRID CORN

Produced by inbreeding and crossbreeding, it improves U.S. yields. It also makes millions for expert seed-growers like the Funk family

Now, in early September, the field corn is ripening on millions of acres of U.S. farmland. Tall, strong-stemmed plants, strikingly uniform in shape and color, stand in mile-long rows on the hot inland plains and follow the contours of the hill country. These giants, descendants of the early Indian maize and of a still earlier wild American grass, have little in common with their scrubby, small-eared ancestors. They are man-made hybrids, created by the long and painstaking selection of individual good traits through inbreeding (*p. 104*) and the combination of these traits in a single superplant by carefully controlled crossbreeding (*right*).

The systematic hybridization of corn began about 14 years ago as an experiment in applied genetics. By 1937 a few progressively minded farmers had taken up the idea commercially. Today it is a big business, producing the seed from which almost 90% of the corn belt's yearly crop is grown. Almost all corn farmers prefer the heavily producing hybrid seed in preference to ordinary strains, but because of the complicated and slow-moving mechanism of heredity (*p. 104*) they cannot grow it for themselves or replant seed taken from their hybrid crop. Every year they must buy what they need from professional seed growers—like Funk & Sons, of Kentland, Ind.—whose extensive and efficiently run hybridizing operations are shown here. Patriarchal Edward J. Funk and eight members of the family have teamed up to establish a business whose net returns for this year are expected to total $1,250,000.



RIDING SCAFFOLD through the field, farm girl detassels corn.



HYBRID SEED is produced in crossbreeding fields like that of Funk & Sons (*above*). Youngsters riding along on

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tractor-drawn scaffolds have detasseled six out of every eight rows. The detasseled rows, which are all one kind of corn, will now be fertilized by pollen carried by the wind from the intact tassels of double "bull rows," which are another kind of corn. Seed grown on the detasseled plants will be a hybrid with the good qualities of both parents.

CONTINUED ON NEXT PAGE 103

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BAGGING TASSELS, the first step in inbreeding, keeps pollen intact. Smaller bags protect female silk.



GATHERING POLLEN from the tassels is done carefully so that none of it remains to fertilize other plants.



FERTILIZING PLANT with its own pollen is final step. Pollen grows through silks to reach kernels.

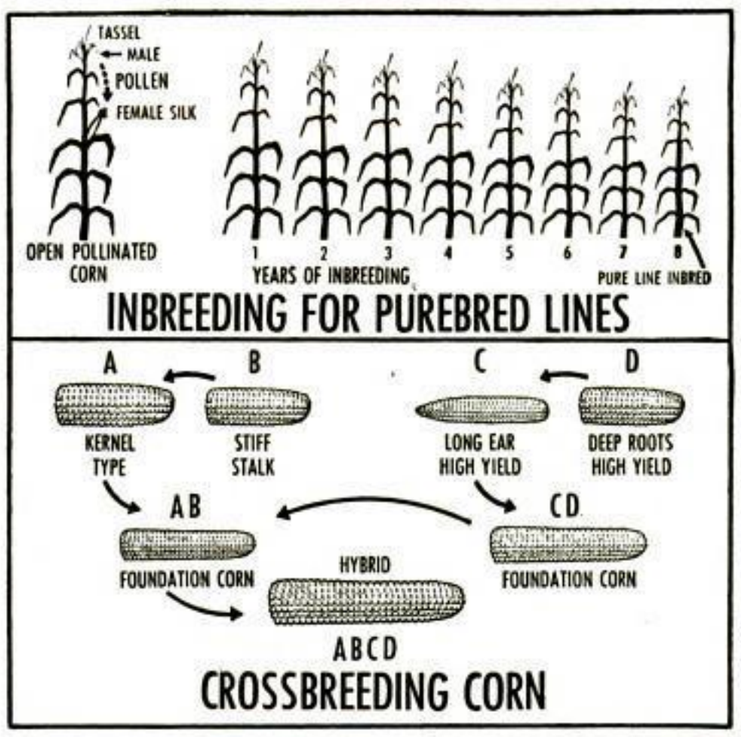


CHART shows how pure types developed by inbreeding are crossed and recrossed to produce final hybrid.

HYBRIDS ARE FAR SUPERIOR TO NATURAL TYPES

Hybrid corn is produced by crossing four specially selected purebred strains, each of which has one or more desirable dominant characteristics. This crossbreeding, which takes two generations (*chart, left*), combines the distinct qualities of the four parent stocks into a single hybrid type far superior to any of them.

Pure inbred lines, the raw materials of hybridization, originate among the abnormal and often degenerate offspring of corn plants deliberately fertilized with their own pollen. This unnatural process is accomplished by "bagging" each plant's sexual organs (*above, left*) to isolate them until mature. Then the male pollen is dusted onto the female silk (*above, right*). Such inbreeding brings out submerged recessive traits and creates new forms ranging from useless freaks to types with some valuable characteristics (*p. 106*). The latter are chosen for further inbreeding and, after eight years, become pure variants of fixed character, inferior in most respects but capable of transmitting one highly developed quality to their hybrid progeny.

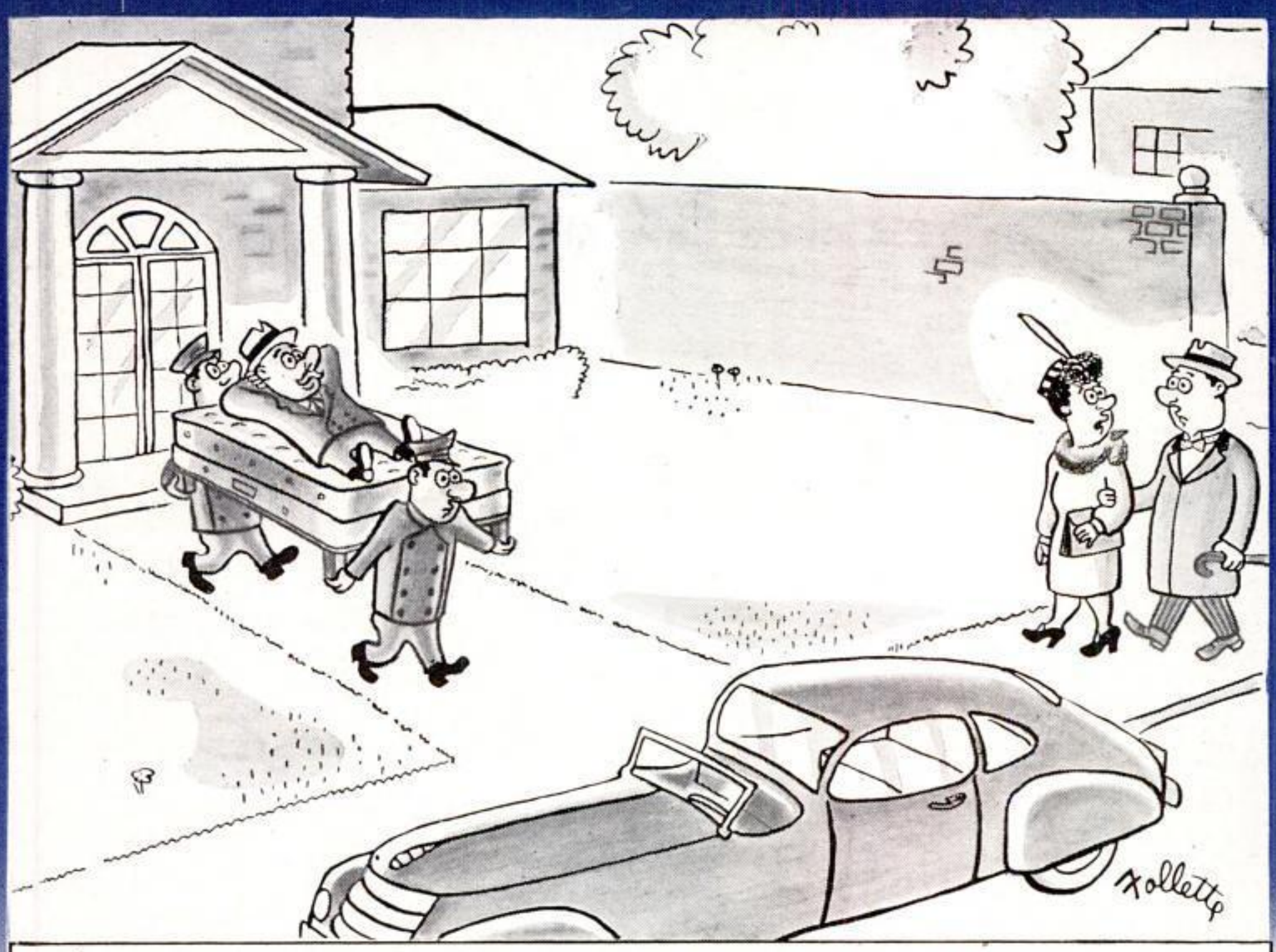
Every year these inbred lines are crossed and then recrossed to make new commercial seed. For despite its great advantages, hybrid corn cannot reproduce itself. Its artificially contrived genetic balance lasts for one generation, then nature reasserts itself to bring about a gradual reversion toward the original, and inferior, parent types.



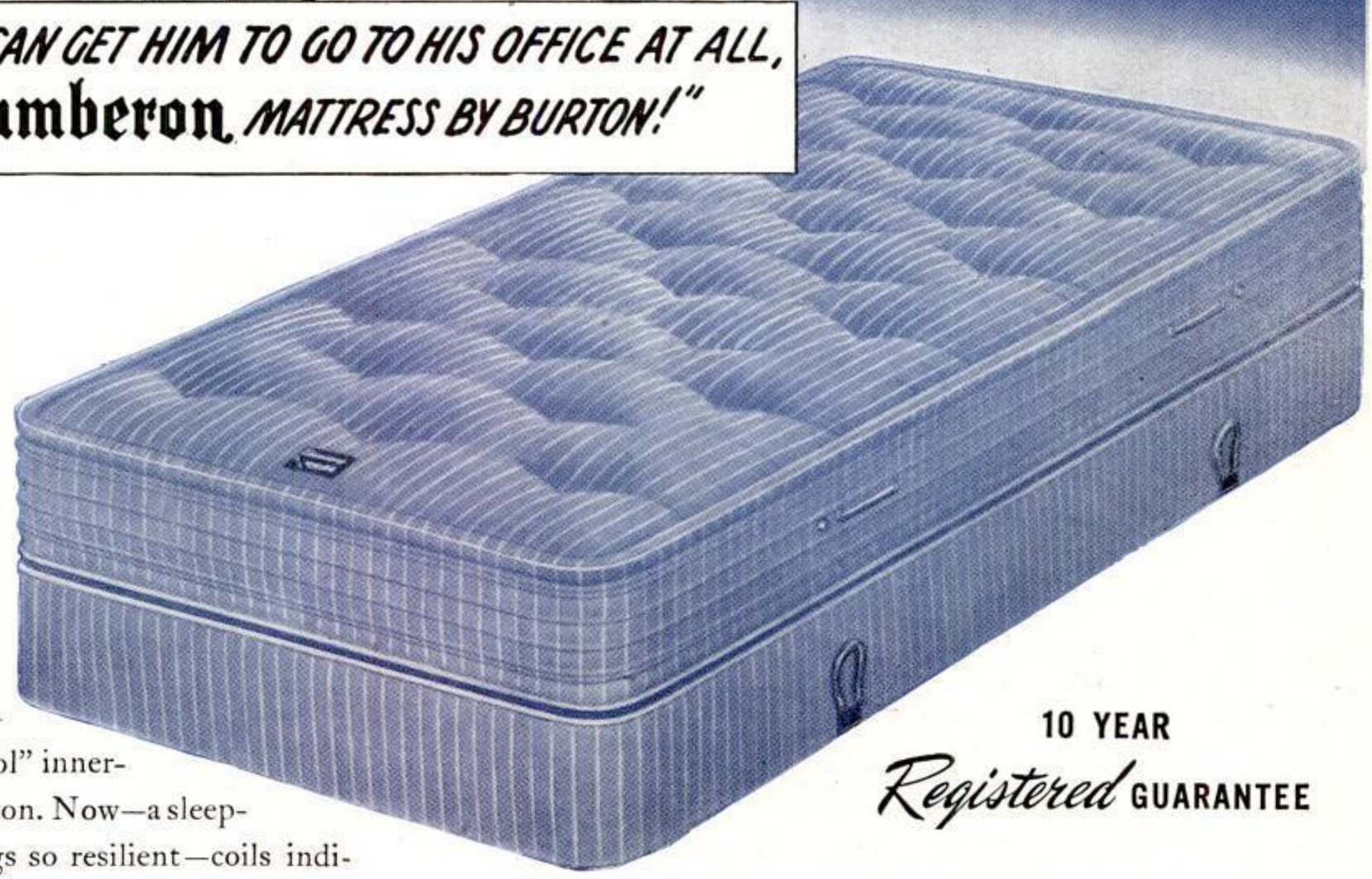
GENETICS LECTURE is given to neighboring corn farmers by Charles Dienhart, Funk's chief breeder. For illustration he uses genealogical table like the chart above but made up of the actual plants involved. Dienhart has found that many farmers who consistently plant hybrid seed do not understand how a hybrid is developed.

CONTINUED ON PAGE 106

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IT'S THE ONLY WAY WE CAN GET HIM TO GO TO HIS OFFICE AT ALL, SINCE HE GOT THAT **Slumberon** *MATTRESS BY BURTON!"*



Made with the Patented Ortho-Flex "COMFORT CONTROL"*

Yes—there's a new kind of deep-down sleeping comfort ready for you—a sleeping comfort now made possible by the patented Ortho-Flex "Comfort Control" innerspring unit used exclusively by Burton. Now—a sleeping surface so smooth—innersprings so resilient—coils individually and so evenly controlled they conform to the body contour and your every movement quietly and oh, so gently.

Yes—if you are looking for *more* sleeping comfort—a new *kind* of sleeping comfort—ask your dealer to show you the new and finer Slumberon Mattress by Burton.

10 YEAR *Registered* **GUARANTEE**

BURTON-DIXIE CORPORATION

Factories in Chicago • Brooklyn • Newark • Kansas City
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BETTER BEDDING BY Burton

***Ask your dealer to show you the "Seeing Is Believing" testing device. It will prove by actual demonstration why the Ortho-Flex "Comfort Control" unit provides a new kind of sleeping luxury**

Copyright 1947, Burton-Dixie Corporation

Also manufacturers of DeLuxe Bedsprings—Hi-Lo Love Seats—*PERSONALIZED *Pillows and Down Comforters

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The story of the Thrifty Mother

Said a lady "We mothers all know
How we shop and have little to show.
But that's not true in shoes
For my children. *I* choose
RED GOOSE—you can see *why* below!"

THOSE EXTRA VALUES you need in children's shoes, you'll find in Red Goose, the action favorites for over 40 years! These better shoes offer longer wear, better fit, smarter style. Every Red Goose Shoe is made over lasts that assure proper fit, with extra reinforcements in vital parts. Red Goose Shoes are available for boys and girls from "*crib through college.*" Buy Red Goose and you'll get the utmost in real shoe value!



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Guaranteed by Good Housekeeping

WISE MOTHERS CHOOSE...

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ACTION SHOES for Boys and Girls

RED GOOSE SHOES

Also Friedman-Shelby Shoes

For name of your nearest Red Goose or Friedman-Shelby dealer, consult your classified phone directory or write.

Red Goose Division • International Shoe Company • St. Louis 3, Mo.

INBREEDING CREATES ODD TYPES



STRONG ROOTS are a specially desirable quality. This inbred has highly developed root system that reaches eight feet down and far out to sides.



LONG EAR is dominant characteristic of this plant which has nothing else to offer. It has poor kernels, must be crossed with a good kernel type.



USELESS INBRED is so-called "lazy corn" which lies down when young and never gets up again. It has nothing to contribute, will not be bred.



TWIN-EARED FREAK is not a complete cripple but is not worth propagating. Its two spindly ears are less productive than a single normal one.



BASIC CORN TYPES are long-eared, ordinary field corn (*left*), an inbred developed for good kernels (*center*) and a hybrid that combines quality and size.

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HOMEMAKER • Household tasks are not light work. Dusting, for example, consumes dextrose at the rate of nearly 2 ounces per hour.



BUSINESS EXECUTIVE • Wives, who often think their husbands have an easy job, forget that office work burns up dextrose at 1½ ounces per hour.



STUDENT • Besides expending unusual amounts of physical energy, youngsters use dextrose at the rate of 1 ounce per hour in mental and emotional effort.



SECRETARY • Attention to detail is emotionally exhausting. In her daily work, this girl will use nearly 1½ ounces of dextrose an hour.



CHAUFFEUR • Transportation work, calling for constant alertness, strains the nerves, burns energy at the rate of 4.5 ounces of dextrose an hour.



MACHINIST • Though relying on machines and tools for the heaviest tasks, a mechanic's 8-hour day uses about 32 ounces of dextrose.



CRAFTSMAN • Using hand and brain, the potter, carpenter or electrician consumes dextrose at the rate of 1½ ounces an hour.



SERVICEMAN • The busy filling station operator finds little time to rest. His daily service "burns" as much as 16 ounces of dextrose.



WAITRESS • The girl who gives her customers cheerful, speedy service consumes energy rapidly, at the rate of 2 ounces of dextrose an hour.

What do you do for a living?

FIND YOUR OCCUPATION ON THIS PAGE, AND MEASURE YOUR OWN "E. Q."*

Your reserve of energy is like your bank account.

On pay day you deposit your check . . . and draw on the money to buy things you need. At meal times you eat certain foods which provide energy. The body stores up this energy which you expend in work (or play).

In some kinds of work, as you see by these examples, you expend energy more rapidly than in others. But *all occupations*, mental or physical, consume energy, measurable in terms of dextrose, the basic "fuel" sugar of the brain and body.

Energy for all activity comes mostly from carbohydrate foods, of which there are many varieties. Before your body can absorb and utilize their energy, however, all carbohydrates must be changed by digestion into dextrose. This is the sugar that powers every muscle and fibre of the body.

In producing dextrose, modern science follows the natural process of digestion. It changes potential food energy into a pure white, sparkling sugar—dextrose.

Added to many prepared foods, dextrose not only steps up their energy value, but improves their flavor, texture and appetite appeal.

This page is presented for your interest by Corn Products Refining Company, one of the producers of dextrose.

*Energy Quota

© C. P. R. Co., 1947



TEACHER • The nutrition-wise school teacher knows that in her daily classroom schedule she will consume over 8 ounces of dextrose.



BUILDER • Heavy manual work, in the construction trades for example, calls for substantial energy expenditure, often as much as 3½ ounces of dextrose per hour.



FARMER • From dawn to dark, the hard-working farmer, in his various tasks, burns energy at the rate of 4 ounces of dextrose per hour.



SALESWOMAN • Combining physical, mental and nervous effort, sales work uses energy at the rate of 1.3 ounces of dextrose per hour.



SCIENTIST • Professional accuracy is exhausting. Laboratory work may use up to 12 ounces of dextrose a day.



SALESMAN • The keen and active salesman in a busy day will use as much as 10 ounces of dextrose.



LIGHT MANUFACTURING • Close, exacting work "burns" up energy. A day's work may use up 13 ounces of dextrose.

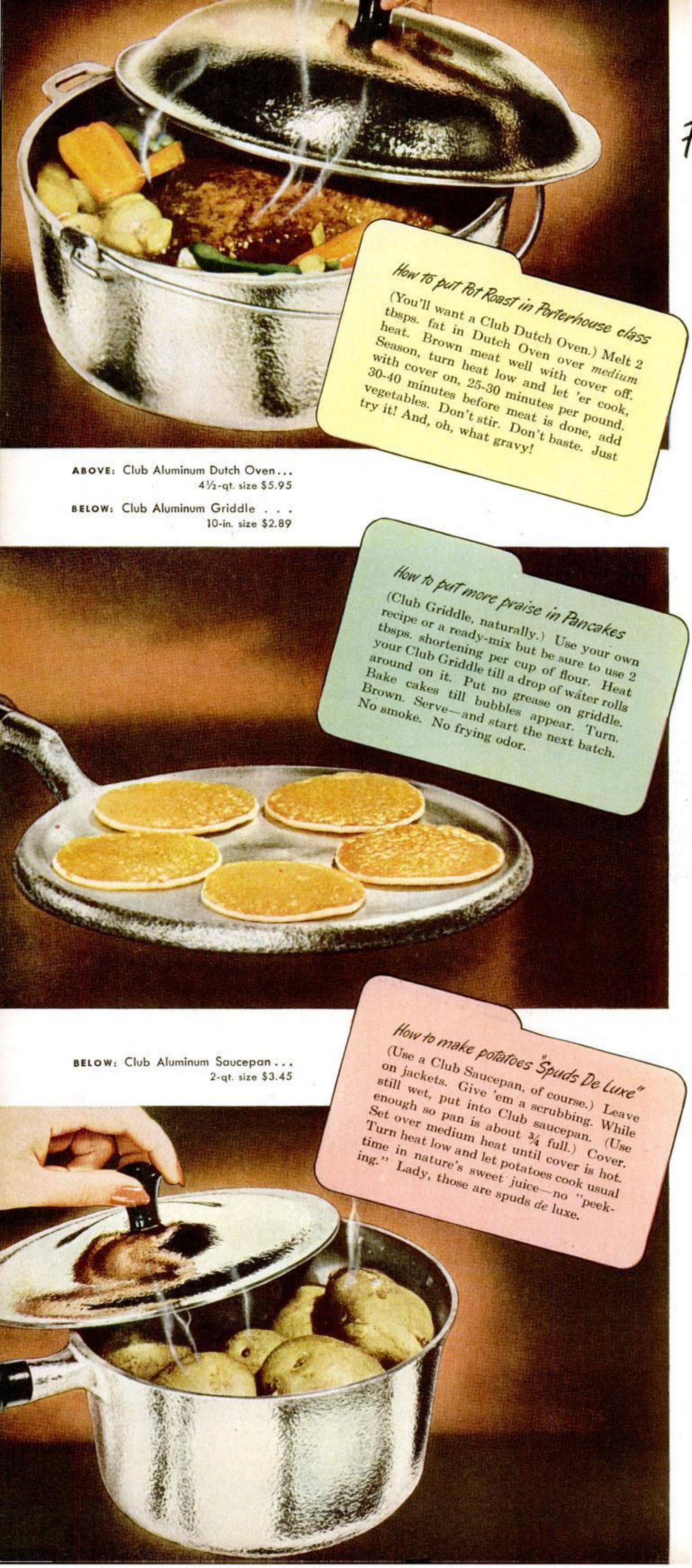


PRINTER • Close attention to detail reduces the body's energy reserves at about 1.2 ounces of dextrose per hour.



OPERATOR • Dexterity and alertness deplete one's energy at the rate of 2 ounces of dextrose per hour.

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How to put Pot Roast in Porterhouse class

(You'll want a Club Dutch Oven.) Melt 2 tbsps. fat in Dutch Oven over *medium* heat. Brown meat well with cover off. Season, turn heat low and let 'er cook, with cover on, 25-30 minutes per pound. 30-40 minutes before meat is done, add vegetables. Don't stir. Don't baste. Just try it! And, oh, what gravy!

ABOVE: Club Aluminum Dutch Oven . . .
4½-qt. size $5.95

BELOW: Club Aluminum Griddle . . .
10-in. size $2.89

How to put more praise in Pancakes

(Club Griddle, naturally.) Use your own recipe or a ready-mix but be sure to use 2 tbsps. shortening per cup of flour. Heat your Club Griddle till a drop of water rolls around on it. Put no grease on griddle. Bake cakes till bubbles appear. Turn. Brown. Serve—and start the next batch. No smoke. No frying odor.

BELOW: Club Aluminum Saucepan . . .
2-qt. size $3.45

How to make potatoes "Spuds De Luxe"

(Use a Club Saucepan, of course.) Leave on jackets. Give 'em a scrubbing. While still wet, put into Club saucepan. (Use enough so pan is about ¾ full.) Cover. Set over medium heat until cover is hot. Turn heat low and let potatoes cook usual time in nature's sweet juice—no "peeking." Lady, those are spuds *de luxe*.

Want to get Full Flavor in Food? ...Lady, try this!



Club Aluminum

...the "Full Flavor" Cookware with the beautiful "jewelry store" finish

You don't have to be a "downtown chef" to put new lift in food. No, lady, all you need is Club Aluminum to put real eating spark in those everyday "vittles."

For—just as FM radio brings out full tone, so cooking with Club brings out Full Flavor in food.

When you cook with *Club Aluminum Hammercraft Waterless Cookware*, foods mellow in their own juices, keep their natural color and flavor. (And vitamins and minerals don't go down the drain.)

So start a set of Club Aluminum. Sixteen pieces to choose from—all in that lustrous "jewelry store" hammered finish. And what an anniversary, birthday, or wedding gift for someone else! Ask for Club at leading dealers.

Happy note: Club Aluminum prices are the same as prewar, for even better quality.

HEATS FROM ALL SIDES

FULL FLAVOR

Heats evenly. Flavor-laden steam rises to the moisture-sealed lid, falls back again and again to flavor and reflavor your food. Vitamins and minerals stay in. Low-heat cooking cuts fuel costs.

Sixteen Club Aluminum pieces to choose from:

1½-qt. Saucepan	$3.15	6¼-in. Fry Pan	$1.75
2-qt. Saucepan	3.45	8¾-in. Fry Pan	2.45
3-qt. Saucepan	3.95	10-in. Fry Pan	2.95
4-qt. Saucepan	4.75	11¾-in. Fry Pan	3.45
4½-qt. Dutch Oven	5.95	10-in. Chicken Fryer	4.95
6-qt. Dutch Oven	6.95	11¾-in. Chicken Fryer	5.95
10-qt. Kettle	8.95	15-in. Oval Roaster	7.95
10-in. Griddle	2.89	18½-in. Oval Roaster	9.95

CLUB ALUMINUM PRODUCTS CO., CHICAGO 14, ILLINOIS

Other distinctive Club lines:
Club Glass Coffee Makers • Club Coffee Dispensers
Club Steel Wool and Soap

Tune in "Club Time," ABC Network Tuesday mornings, and hear favorite hymns of famous people

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BEFORE ALTERATION a day dress had 1946-style shoulders, natural waist, long sleeves, too short a skirt.

THE "NEW LOOK" FOR OLD CLOTHES

Hollywood gives women a lesson in making new fashions out of old

Last week out of Hollywood, which has set many a pretty American head awhirl with giddy ideas, came something down to earth and sense-making. This fall one broad sweep of the designer's pencil had outmoded nearly everything in almost every feminine wardrobe; women were rebellious or frantic or both. For despite parades of protest in Texas, picket lines in California and husbands organizing in Georgia, everyone knew the new styles were here to stay for a while. The fashion crisis also hit the Paramount movie lot. New pictures being filmed required extras in up-to-date clothes to conform with new-styled custom creations worn by the stars. As a result the Hollywood extra, who usually provides her own screen clothes, was as hard hit in the wardrobe as the Main Street housewife. Paramount Designer Edith Head found an answer. She would remake 600 evening dresses, 400 day dresses and 450 suits in the studio wardrobe, stars' hand-me-downs or bit players' costumes, convert them to the new style and dress extras in them. A pictorial report on the tricks she devised for wringing the new out of the old appears on this and the following pages. It is a timely dressmaking lesson for the distraught American woman.



AFTER ALTERATION dress becomes a 1947 ballet-length dress. Alterations include cutting neck to boat shape, adding a lace overskirt 12 in. from the floor and pulling in waist. Materials: 4 yd. of lace, 1½ yd. of velvet.

CONTINUED ON NEXT PAGE

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Don't take a Chance!!

even slightly bleeding gums may mean

GINGIVITIS



4 OUT OF 5 MAY GET IT—

Neglect Often Leads To Pyorrhea Which Only Your Dentist Can Help

Healthy, handsome teeth are priceless. And one of the most common enemies of healthy teeth and firm gums is Gingivitis. Some of the first signs to watch for are gums that bleed (even a *tiny* bit) or are tender to touch.

Although this is a mild gum inflammation — IF NEGLECTED—it often leads to Pyorrhea with its soft, shrinking gums and loosening teeth, which only your dentist can help. Go and see him every 3 months. Then at home be sure to do this.

Help Gums Be Firmer—Teeth Naturally Lustrous

Just put some Forhan's Toothpaste on your fingertip and massage it on your gums. Do this every time you brush your teeth.

Forhan's (the remarkable formula of Dr. R. J. Forhan) is made *especially* for BOTH massaging gums to be firmer, more able to ward off infection, and polishing teeth to their natural brilliant lustre and beauty.

Forhan's even helps remove that acid film which so often starts tooth decay. No wonder it's been used and recommended by many dentists for over a generation. Yet Forhan's costs no more than ordinary toothpastes. At any drug, department or 10¢ store.

NO HARSH ABRASIVES IN FORHAN'S!

use Forhan's with massage

FOR FIRMER GUMS—CLEANER TEETH



A CLASSIC, STRAIGHT-LINE SUIT GETS NEW TULIP LOOK

Converting classic suit (*left*). now old-fashioned, into the tulip-shaped, high-fashioned suit below was a sizable tailoring job. Front and back pleats in the skirt were unstitched, making it a 36-in. tube. Then the skirt was turned upside down. Three unpressed pleats were made at each hip. Side seams were tapered to give the new tulip look. The jacket's shoulder pads were removed, old chest tabs were transferred to the hips, the waist pinched with soft gathers over the pockets and the collar turned up to complete the "new look."



CONTINUED ON PAGE 112

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HOW WE DENY OUR CHILDREN

by **A. N. SPANEL**

President of International Latex Corporation

America's children are returning to school again. They will face a deplorable condition brought about by the shameful neglect and indifference of their parents who stood idly by while more than 350,000 school teachers quit the teaching profession since 1939. The figure is staggering. It represents over one-third of the total number of school teachers in America. The loss of these teachers has weakened our schools to a frighteningly low level. The harm to America's children is beyond calculation.

The situation is getting worse. Nobody wants to be a teacher. Young people turn to other occupations. In colleges, where teachers are trained, the seats are empty. There is no one to take the place of the teacher who is leaving the profession.

The war greatly increased the birth rate. Soon these war-born children will appear at the schoolhouse door. Many of them are children of veterans. Increased enrollment will reach a peak in 1952. There will be more pupils . . . and fewer teachers . . . inferior schooling for millions of our youngsters.

Condemning Our Children to Inferiority

Teachers are quitting the profession because they are underpaid. There are many teachers whose pay is less than $900 a year. They are victims of our short-sightedness. The high cost of living has wiped out their savings. Jobs outside the schools offer better pay. The teachers are taking them. They will continue to do so until the American people decide to pay teachers a living wage.

This nation cannot afford to continue short-changing its teachers. American wages for all others have been raised substantially in recent years. The national income has increased 300 percent since the war began, yet teachers' incomes have been raised only twelve percent. It's as crazy as it is shameful.

A Crazy and Shameful Condition

It is a miracle that there are good teachers in this country who sacrifice themselves and their substance to remain in the profession. Some of them are forced to work at outside jobs after school hours to remain on the ragged edge of respectability. Must we sit back, doing nothing, until these teachers are forced to *strike* for a living wage? Can we afford to let that happen?

In the meantime, American children are being robbed of a fair start in life. Five million of school age are not in school at all. Millions of others are herded into huge classes where there is little chance to learn.

Kids Headed for Jails

Idle children are roaming the streets. There is a rising tide of juvenile delinquency. Juvenile courts are over-burdened . . . youth on the skids to jail.

America cannot afford to waste its children. They *are* America.

Right now we are denying America's children . . . and America itself. The situation is completely out of hand, and what has developed into a serious condition is now becoming a national catastrophe.

What We Can Do About It

No citizen, no man or woman, can afford to let this catastrophe engulf America. The time for action is now . . . work through your Parents and Teachers groups . . . call on your superintendent of schools and the mayor of your town or city and volunteer to help meet this threat to democracy.

Presented as a Public Service by

INTERNATIONAL LATEX CORPORATION ★ PLAYTEX PARK ★ DOVER DELAWARE

Copies of this advertisement will be mailed to you on request. Copyrighted 1947.

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Now! The only safety razor that

makes every shave **to order**



A perfect edge to whisk off whiskers, *plus* a built-in automatic strop and hone to keep it perfect! In 27 seconds, you tune up the lifetime blade of Sheffield steel to suit *your* beard and face. Only a blade hollow-ground from a thick wedge of steel can be tuned up again and again to this perfection. Clog-proof guard and blade are shaped for the correct shaving angle. Solve your shaving problem *for life* for only $15, including lifetime blade, strop and hone in metal case. Made in England. Get a Rolls, and roll your own made-to-order shaves.

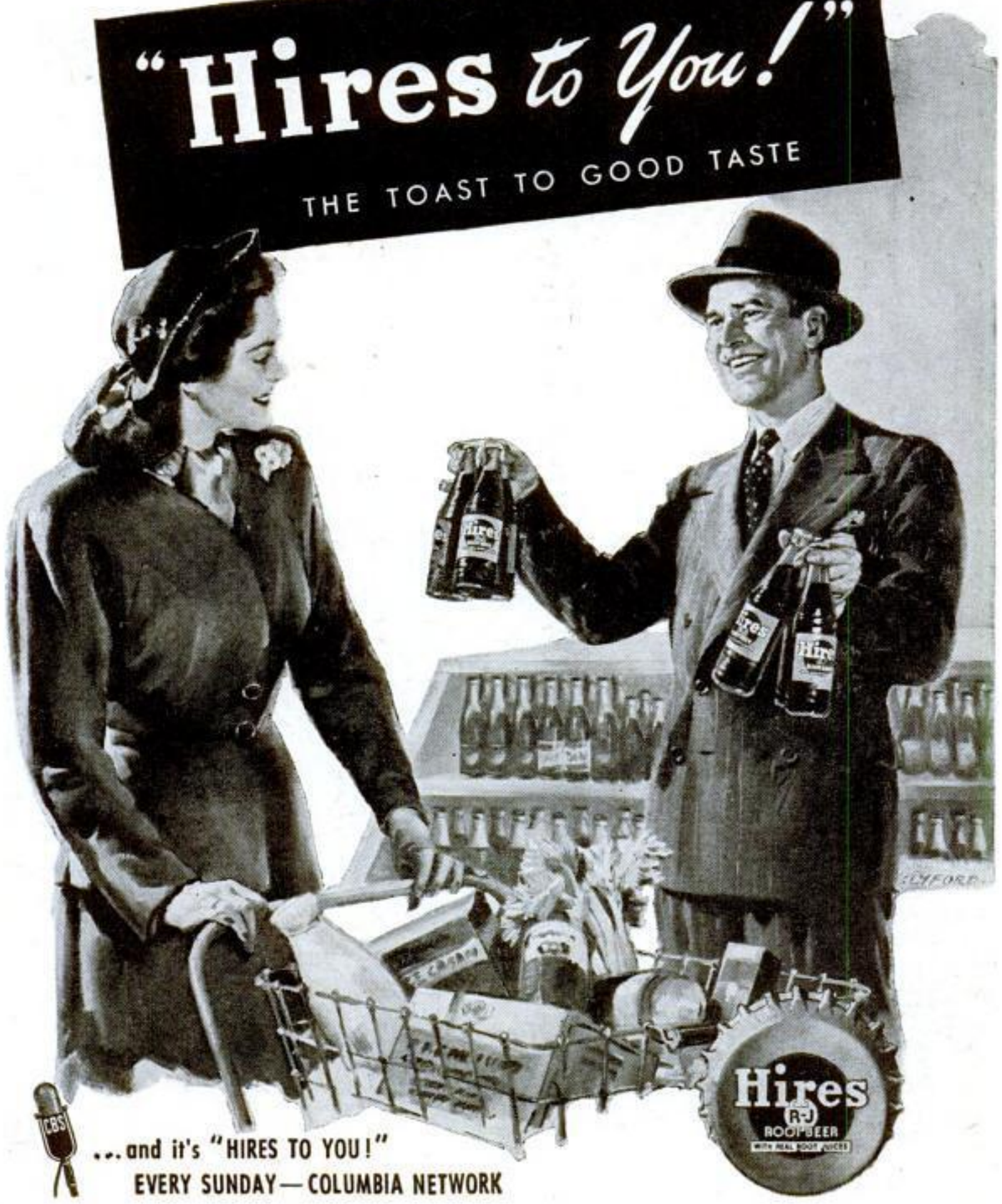


ROLLS RAZOR

Executive Offices: 338 Madison Ave., New York 17, Service Dept.: 33 West 46th St., New York 19

"Hires to You!"

THE TOAST TO GOOD TASTE



...and it's "HIRES TO YOU!"
EVERY SUNDAY—COLUMBIA NETWORK



OLD DINNER DRESS ACHIEVES NEW 1947 SOPHISTICATION

The decorous black velvet dinner dress at left, familiar and attractive as it may seem to many, is now out of date with its sweetheart neckline, short sleeves and dirndl skirt. Designer Head sliced off the top to make a bare-shouldered evening gown of it and boned the bodice to keep it up. She then cut 8 in. off the front of the skirt and thereby created a new uneven, long-in-back hemline. She inserted crinoline padding at the hips for the new, rounded look and added a spider-web, black lace stole.



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Gown by Bergdorf Goodman
Photo by Peaty

It's Mohawk GROSVENOR, a textured Wilton with high and low loop pile

At the base of every good decorative effect ...a good Mohawk carpet

Carpet Craftsmanship FROM THE LOOMS OF Mohawk

MOHAWK

rugs and carpets

MOHAWK CARPET MILLS, INC., AMSTERDAM, N. Y.

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Angel Face

—the very Newest kind of new Make-up

by

Pond's

goes on without water... and stays!

New!

Not a cake make-up! No water! Not drying!

Easier to apply! No wet sponge —no greasy fingertips! Just smooth on Angel Face with its own downy-soft puffet. You'll love the glamour-toned mat finish it gives you—softer than cake make-up—and *not* drying!

New!

Stays on longer than powder!

You don't need a foundation cream with Angel Face! A "cling" ingredient is pressure-fused right into this wonderful new make-up! That's why Angel Face goes on so evenly . . . stays on so *angelically*.

New!

Tuck it in your handbag! It can't spill!

Carry Angel Face *everywhere* —use it anywhere, anytime. It doesn't spill over your bag or clothes. Isn't greasy or messy. Doesn't need water, foundation, or loose powder. Angel Face is a perfect, complete make-up to pretty you up at a moment's notice—and *keep* you pretty!

Which is your Autumn Angel Face shade?

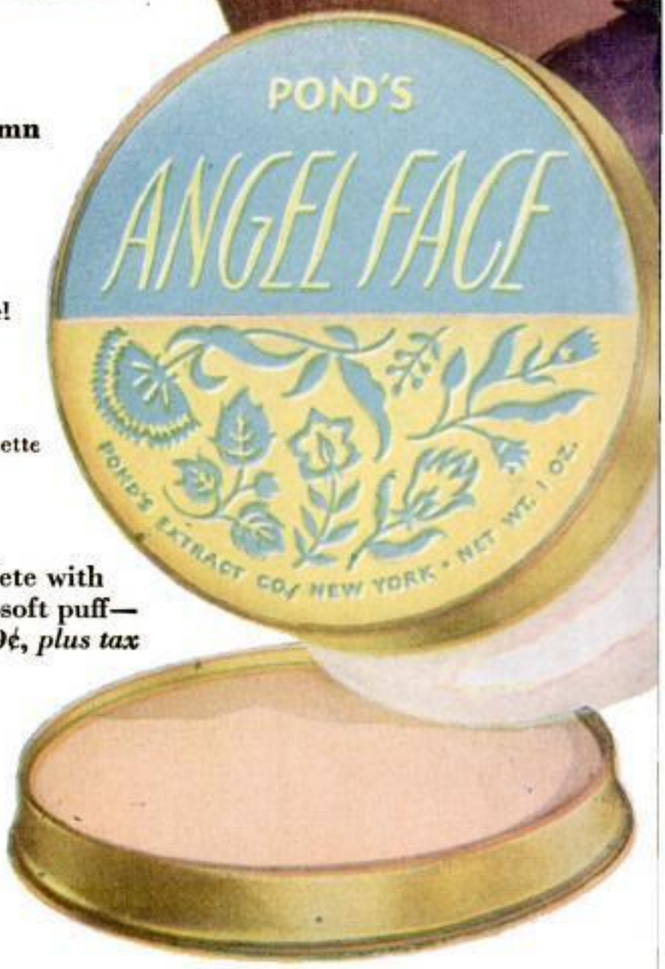
BLONDE ANGEL— soft, delicate natural

IVORY ANGEL— smooth, ethereal rachel

PINK ANGEL— fragile rosy-peach

TAWNY ANGEL— warm, glamorous brunette

BRONZE ANGEL— deep, glowing tan



Complete with downy-soft puff— 89¢, *plus tax*

Society Beauties say:

"Pond's Angel Face seems to combine the best features of all the make-ups I've tried—smooth mat finish...heavenly color . . . and it stays on *beautifully*. I'm thrilled with this new Pond's make-up!"

Mrs. Ernest du Pont, Jr.

"Such a *perfect* new make-up! Angel Face looks softer and more natural on my skin—and it involves no damp sponge, no greasy fingertips. You can smooth on Angel Face in a moment—anywhere!"

Mrs. Robert Bacon Whitney

"Angel Face is the most *useful* beauty accessory! In a minimum of time, it gives a completely new make-up. No water, no foundation, and no loose powder to bother with! I *always* carry Angel Face in my handbag."

The Countess de Petiteville

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"THE BOSS COMES TO DINNER" by John Falter. Number 8 in the series, "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it



In this home-loving land of ours . . . in this America of kindliness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.

AMERICA'S BEVERAGE OF MODERATION

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THOMAS J. WATSON, president of International Business Machines, addresses IBM's "Hundred Percent Club." Behind him are company officials and above them are pictures of top Hundred Percenters who equaled or exceeded 1946 sales quotas. R. L. Kocher (*top picture*) is club president because he managed to sell a whopping 747%.

SUPERSALESMEN

At IBM they again prepare for a buyers' market

As Thomas J. Watson rose to speak (*above*), a hush fell upon the supersalesmen of International Business Machines. Not a disrespectful cough disturbed the air in the great tent at Endicott, N.Y., a region known to the men of IBM as the Valley of Opportunity and to outsiders as the Susquehanna River Valley. Mr. Watson was talking to the annual meeting of the IBM "Hundred Percent Club," where 857 salesmen, the cream of the company's 20,000 employes, had gathered last month to receive their reward—and renew their inspiration.

Although IBM made more money last year ($18 million after taxes) than ever before, the time had come for salesmen to start selling again. Wartime scarcities had left salesmen with little more to do than show what goods were available. Now there were more goods, competition was picking up and buyers could be choosier. For the men of IBM as well as for three million other Americans who make their living selling things, it was time to oil up the rusty techniques of hustling up orders.

These techniques have been polished by IBM until they shine with an almost blinding glare (*following pages*). The reward of practicing them averages annually $8,900 for members of the Hundred Percent Club. In addition these top salesmen got a $100 bonus check at Endicott and a blue lapel badge. But beyond even that they had the chance to spend three days with Mr. Watson, who is their chief inspiration and very definitely their boss.

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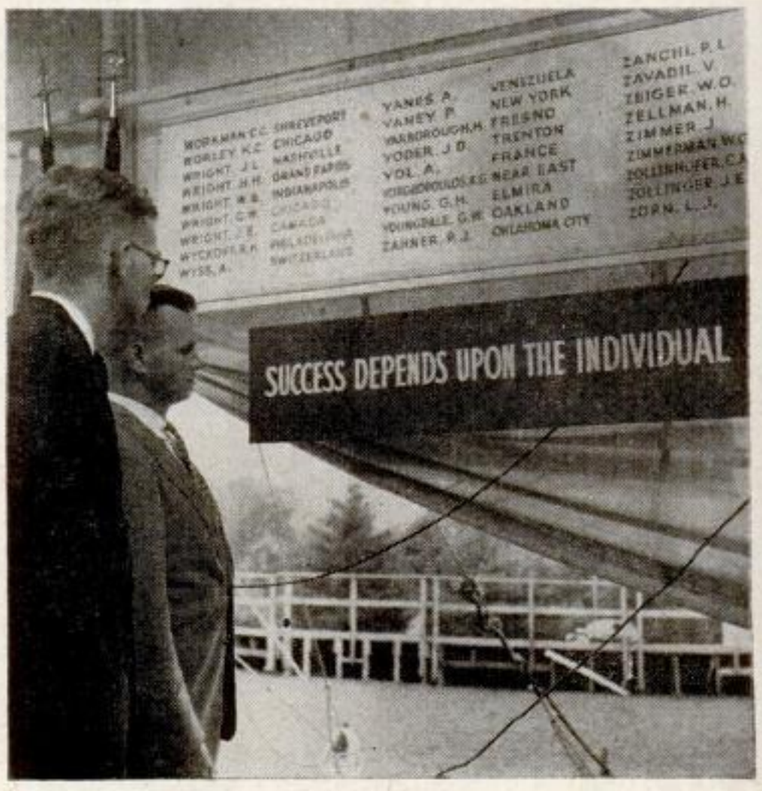
SMILING WITH A SENSE OF PRIDE AND ACCOMPLISHMENT, 857 HUNDRED PERCENT CLUB MEMBERS POSE WITH PRESIDENT WATSON (CENTER). THE 243 WHO MISSED



TOUR OF SLOGANS by Salesmen Jack Byrne (*left*) and Reginald Burns starts with typical IBM exhortation.



TRUISM is frequently selected for an IBM slogan. The names above sign are those of other Hundred Percenters.

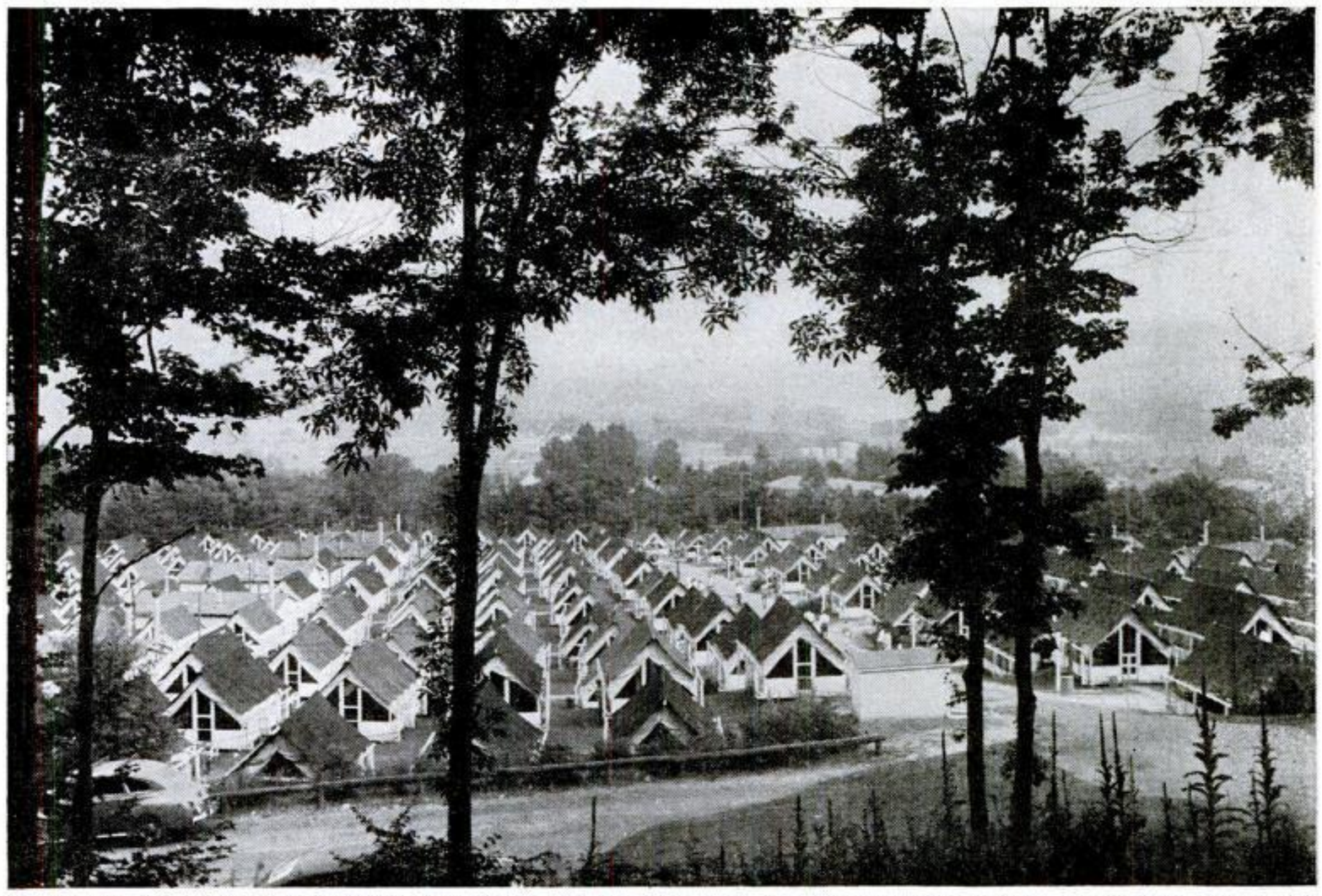


CHALLENGE is another IBM favorite. Accepting his own challenge, Burns sold 150% of his quota last year.

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THE CONVENTION WERE MOSTLY FOREIGN SALESMEN



A TENT CITY, ERECTED TO HOUSE THE HUNDRED PERCENTERS, FILLS 7 ACRES IN "VALLEY OF OPPORTUNITY"

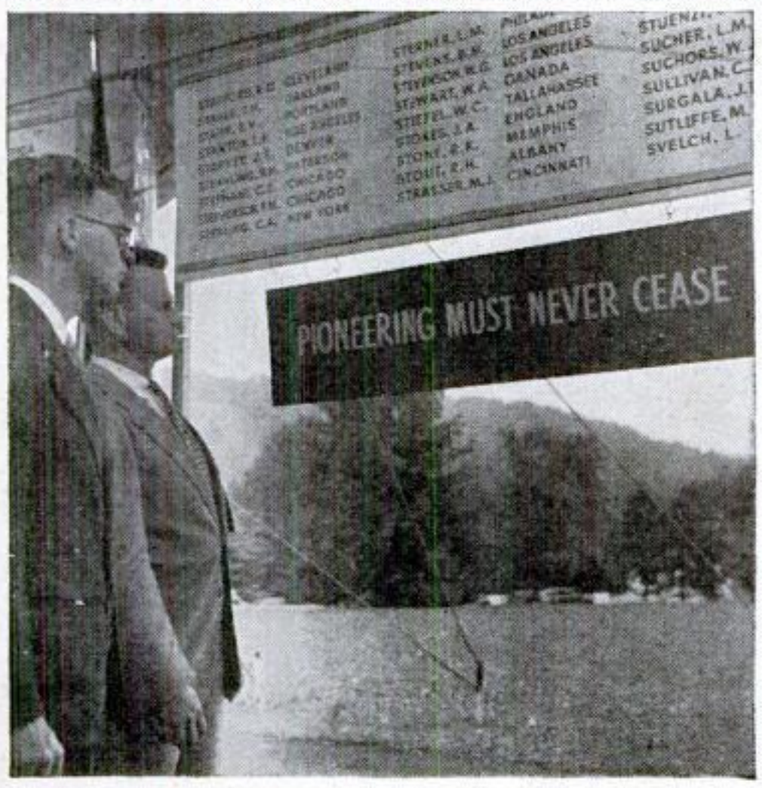
INSPIRATION

It is the core of IBM's sales philosophy

The salesmen are the elite of IBM, but they must travel a long and rigorous road before they finally take their places with the other Hundred Percenters at the side of Mr. Watson (*in center at left*). IBM believes that salesmen are made, not born. It manufactures a salesman on an assembly line as carefully—and almost as uniformly—as the cost-recording devices, electric timing and alarm systems, electric typewriters and accounting machines he is to sell. First the salesman must attend IBM's school at Endicott, where his education begins even before he reaches a classroom. Engraved in gold on the lobby steps, one word on each riser, are the commands: READ, LISTEN, DISCUSS, OBSERVE, THINK. Inside the classrooms—and, in fact, in almost every room in every building owned by the company—hang the ubiquitous mottoes of IBM: "THINK," the company's motto of mottoes, "Aim High and Think in Big Figures," "Serve and Sell" and scores of others, some of which appear below.

Once a salesman has been imbued with the IBM spirit and is assigned to a territory in the U.S. or in any of the 79 foreign lands in which IBM operates, he is sent forth to fulfill his destiny. He wears a conservative suit and a stiffly starched white shirt, the hallmark of IBM. He has been instructed to be extremely careful about smoking and drinking (Mr. Watson neither smokes nor drinks) and to keep his shoes shined at all times. Even in the Hundred Percenters' convention quarters in "Tent City" (*above*), where the salesmen had an opportunity to cease wrestling with their destinies and relax, a special tent was set aside nearby for bootblacks.

Like Reginald Burns and Jack Byrne (*below*), IBM's salesmen take deep pride in their personal appearance, their training and their slogans. Although they know that "We have no Supermen in our Organization, and no Great Genius," they also are aware that "This is the Great Age of Man" and that "Every Achievement Opens a New Frontier."



COMMAND is still another motif, although this one is probably superfluous for Hundred Percent Club members.



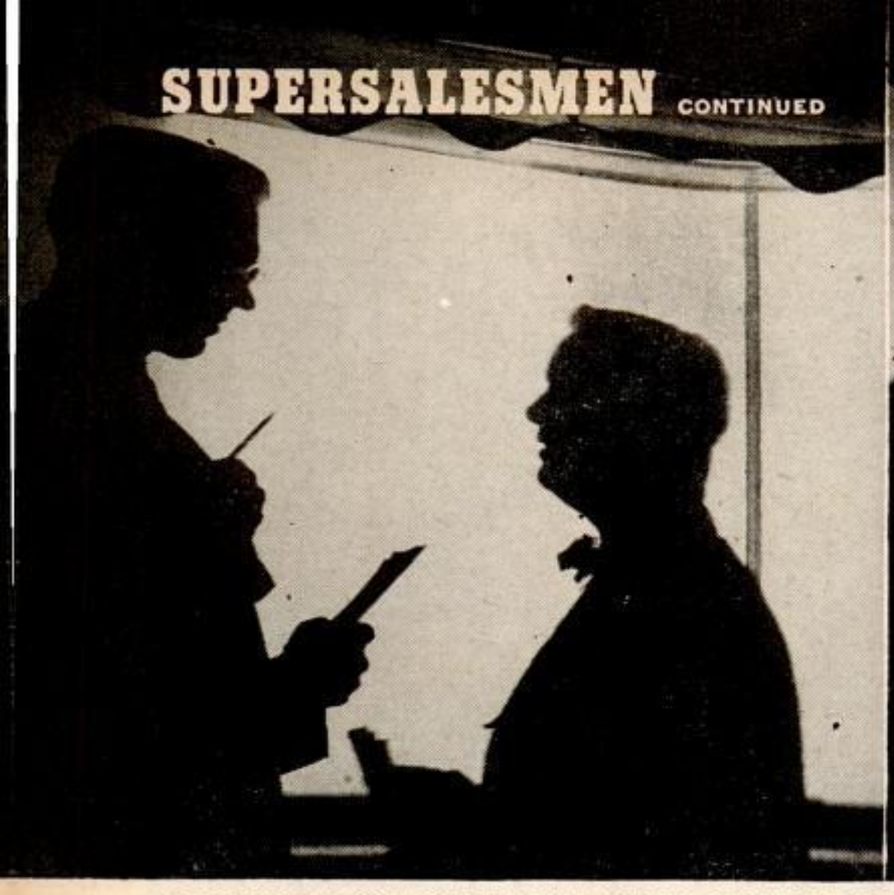
APTNESS is frequently slogan's strongpoint. Mr. Thomas J. Watson himself composes many of these IBM mottoes.



WARNING is a motif of last sign noted by Byrne and Burns. It carries a thought to remember during 1948.

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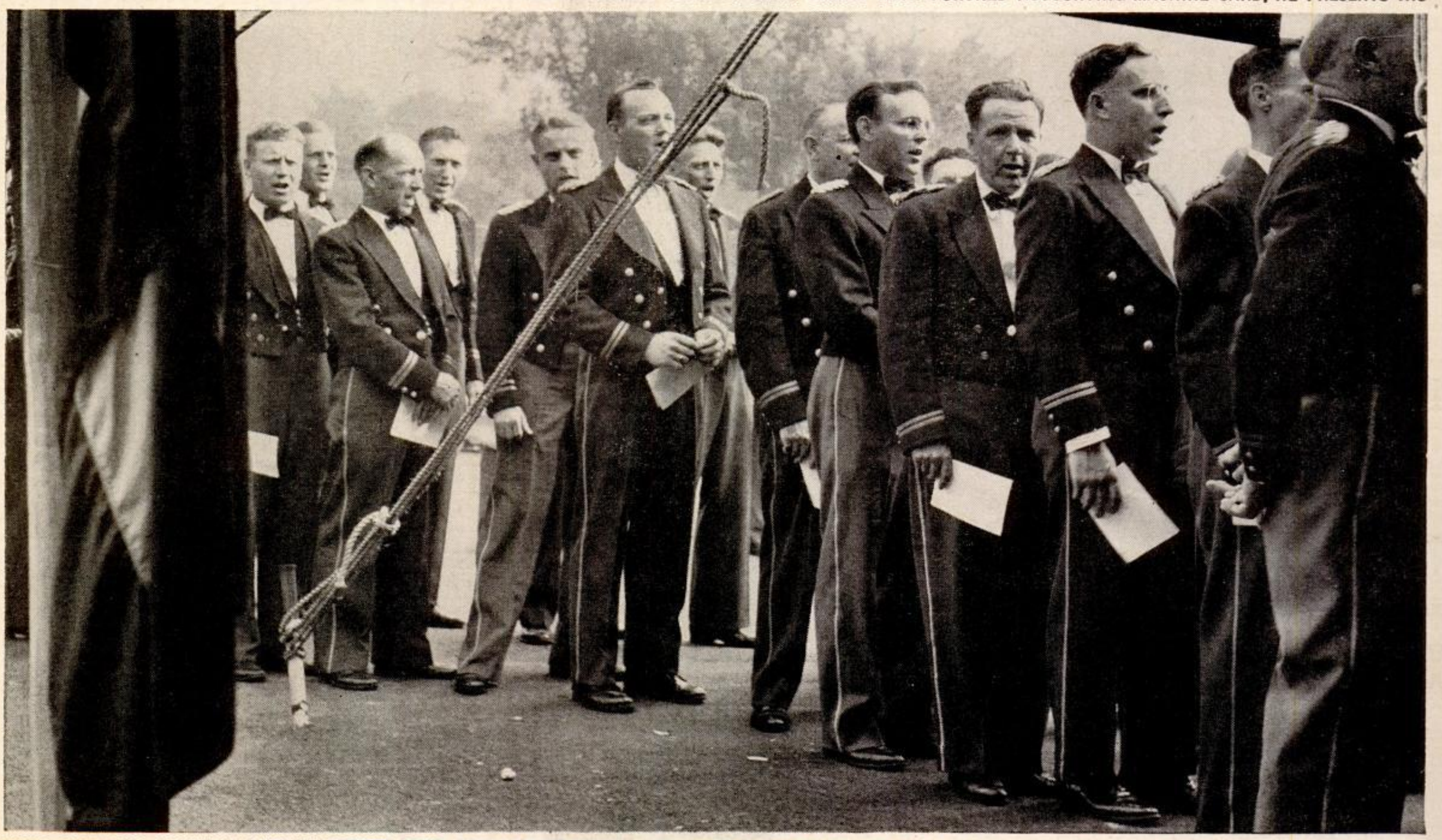
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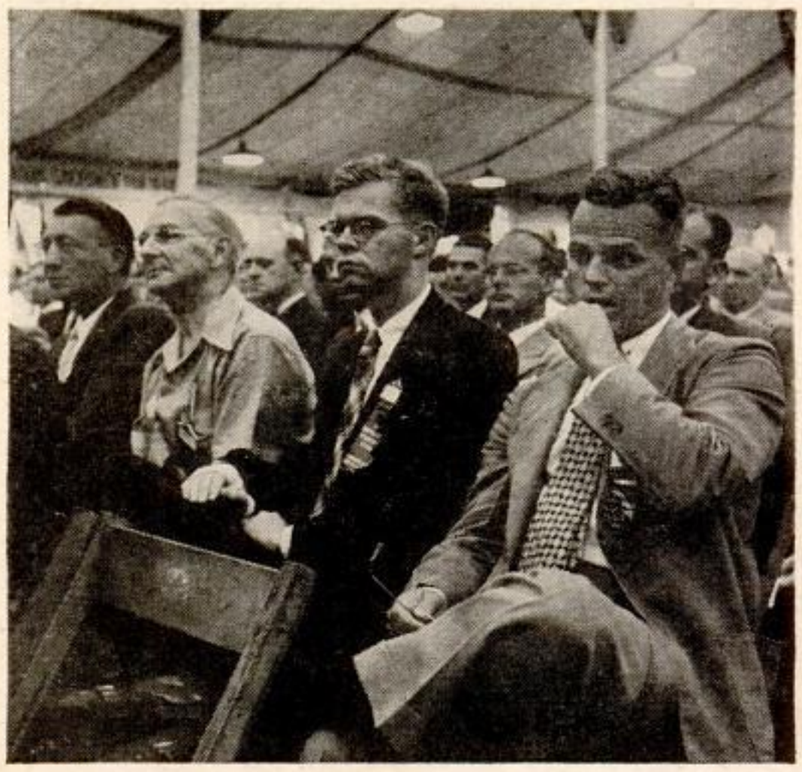


DEMONSTRATION OF TYPICAL SALES ROUTINE SHOWS HOW IBM SALESMAN CLINCHES SALE. ARMED WITH PUNCHED ACCOUNTING-MACHINE CARD, HE PRESENTS HIS



IBM'S GLEE CLUB, BURSTING INTO IMPROMPTU SONG, SINGS ANTHEM ABOUT MR. WATSON. MEMBERS IGNORE THEIR SONGBOOKS BECAUSE THEY KNOW WORDS BY HEART

THE PLEASANT DAY OF SALESMAN BURNS



IN CONVENTION TENT, Salesman Reginald Burns (*right*) listens attentively to a speech by President T. J. Watson.



IN BED Burns relaxes during noon hour. Everyone felt the heat except Mr. Watson, who never even removed his coat.



IN A WASHROOM Burns carefully lathers his face. IBM believes that good appearance is a cardinal asset.

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FACTS. HE THEN EXPOUNDS, AMPLIFIES, MEETS CUSTOMER OBJECTIONS AND GETS IN FINAL CLINCHER. HE THEN FELICITATES CUSTOMER ON WISE DECISION TO BUY

RELAXATION

Salesmen have a happy time in the Valley of Opportunity

At the convention Hundred Percenters had an opportunity for good, clean fun in the Valley of Opportunity. They could play games, sing songs (*left*) or simply walk themselves footsore (*right*) amidst the pastoral scenery. A few unregenerate individuals, not employed by IBM, occasionally leaned out of the barrooms in the town of Endicott and cried, "While you're Thinking, we're drinking." But these were easily drowned out in the soaring strains of the company song, *Ever Onward:*

. . . We're here to cheer each pioneer
And also proudly boast
Of that "man of men," our sterling president.
The name of T. J. Watson means a courage none can stem:
And we feel honored to be here to toast the "IBM."

It was a happy time. To outside critics of their songs and slogans the treasurer had a pat reply, "I just show them the balance sheet!"

All the salesmen seemed to agree. Nonconformists have long since fled from the Valley of Opportunity. A well-groomed, well-paid and thoroughly homogenous group remained to sing—to the tune of the *Stein Song*—one of their favorite numbers:

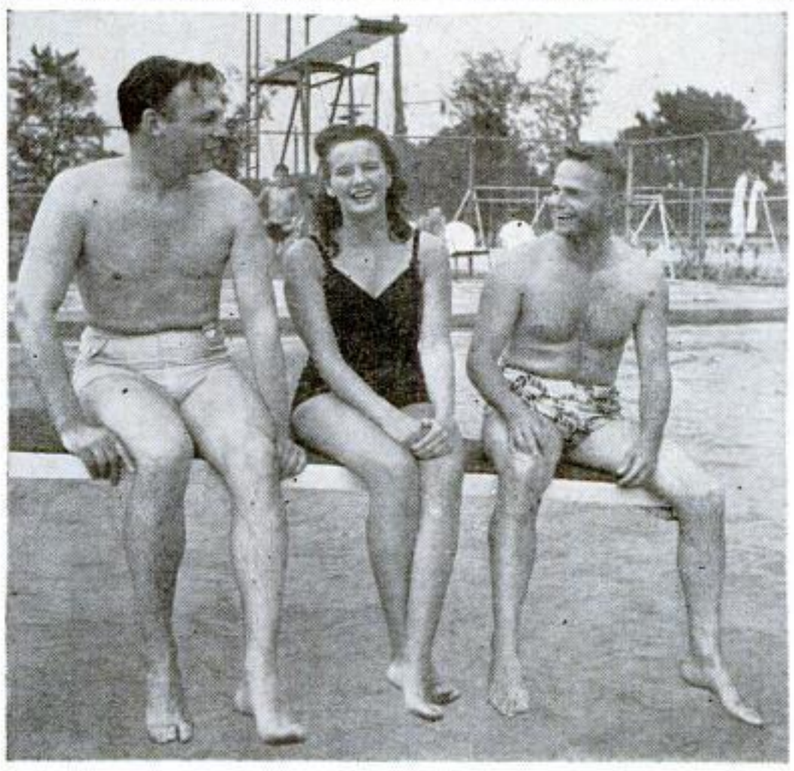
Then, here's to our great IBM—famous across the world,
We have spread its name and its fame—with nine and seventy flags unfurled;
For East is East and West is West—never the twain have met,
Here's to IBM all glorious—on which the sun does never set.



FOOTSORE AND WEARY AT THE END OF A LONG DAY, AN IBM EXECUTIVE GETS FIRST AID



IN DISPLAY TENT Burns talks to Stella Pajunas, champion typist, who uses IBM electric typewriter (*left*).



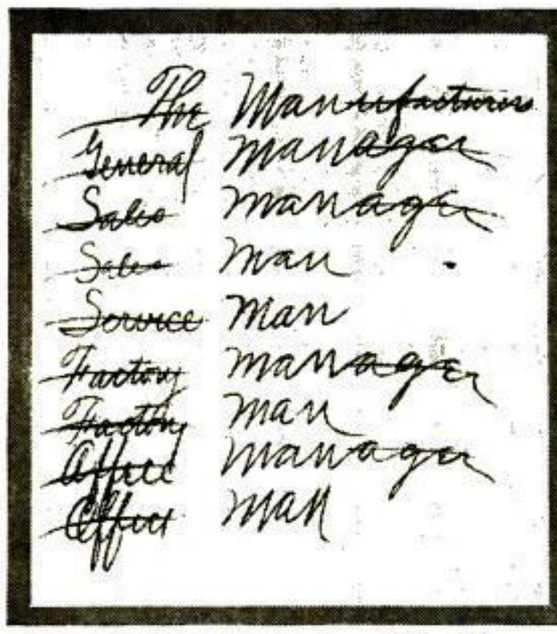
IN AFTERNOON Burns swims with friends at the IBM country club, which employes may join for only $1 a year.



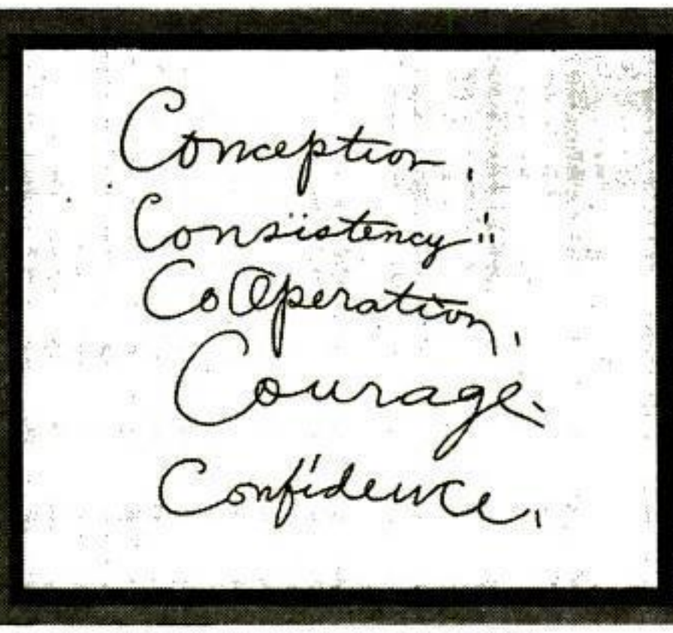
IN EVENING Burns receives a firm handshake, a $100 bonus check and a shoe box full of prizes from Mr. Watson.

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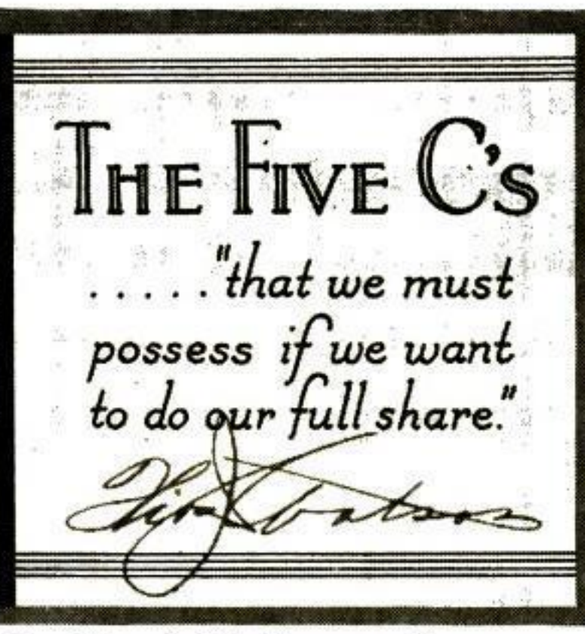
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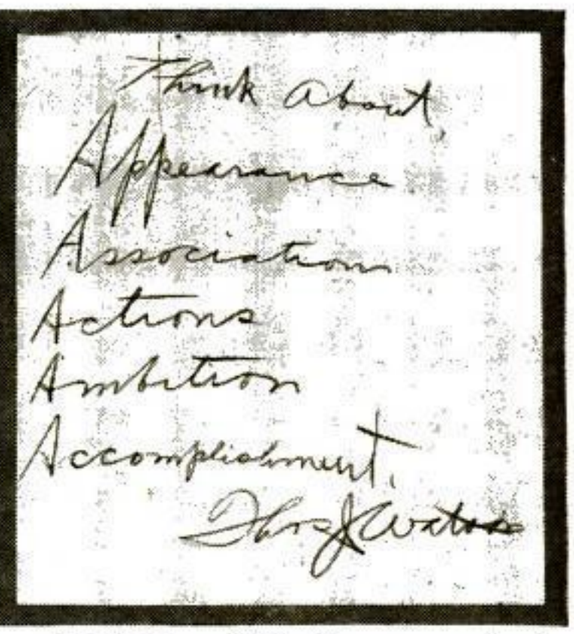


LECTURE NOTES show Mr. Watson's sharp eye for the human element.

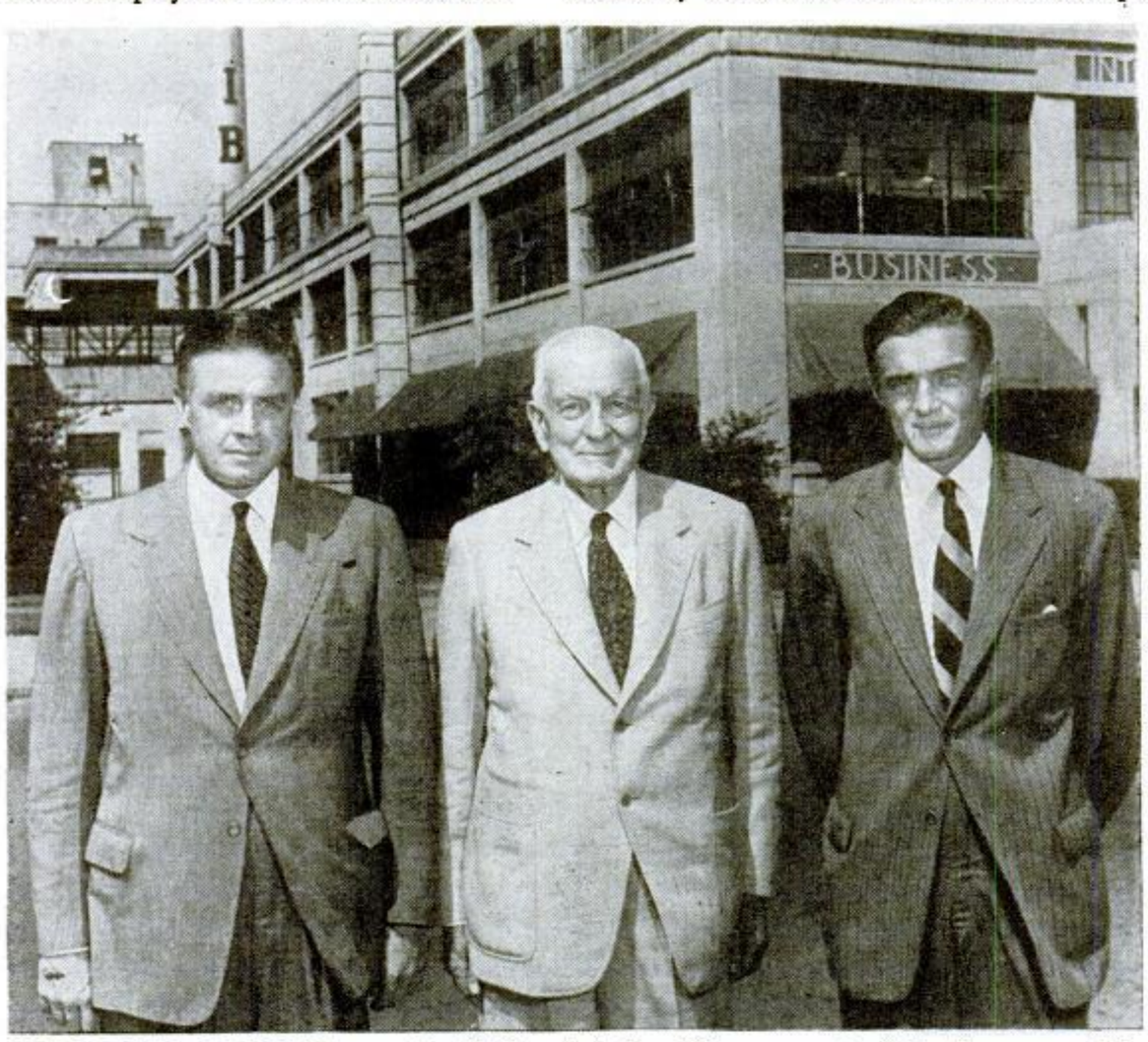


REQUIREMENTS FOR SUCCESS were once jotted down by Mr. Watson and later reproduced by IBM. Most IBM executives keep newspaper-size tablets to record stray thoughts.





ADVICE to IBM salesmen reveals the company's (and Mr. Watson's) thinking.



WATSON'S SONS, Thomas Jr. (*left*) and Arthur K., are now training for responsible jobs. Thomas, forthright and 33, has risen in nine years from salesman to vice president.

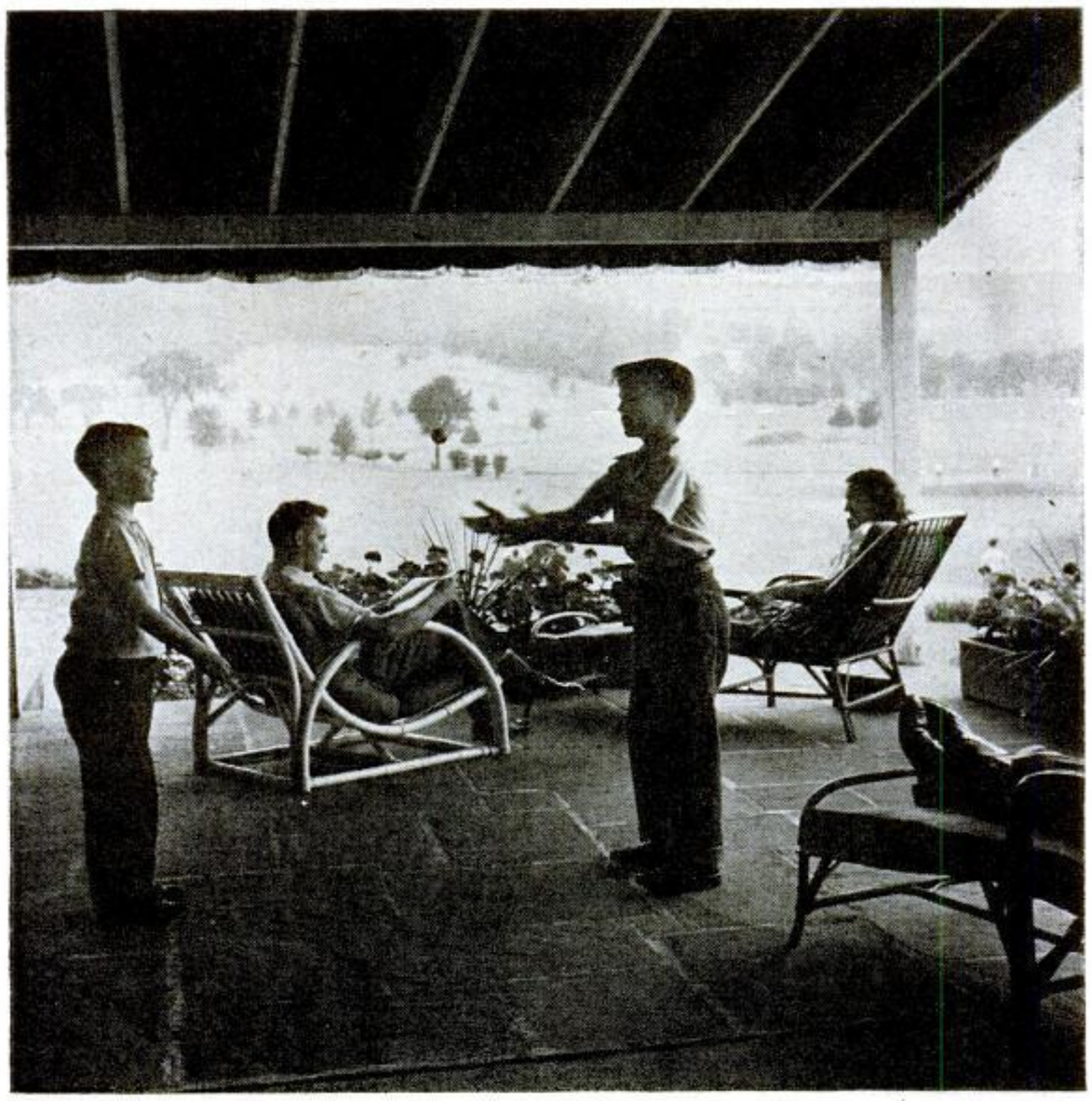
DIRECTION

Mr. Watson sets company policies

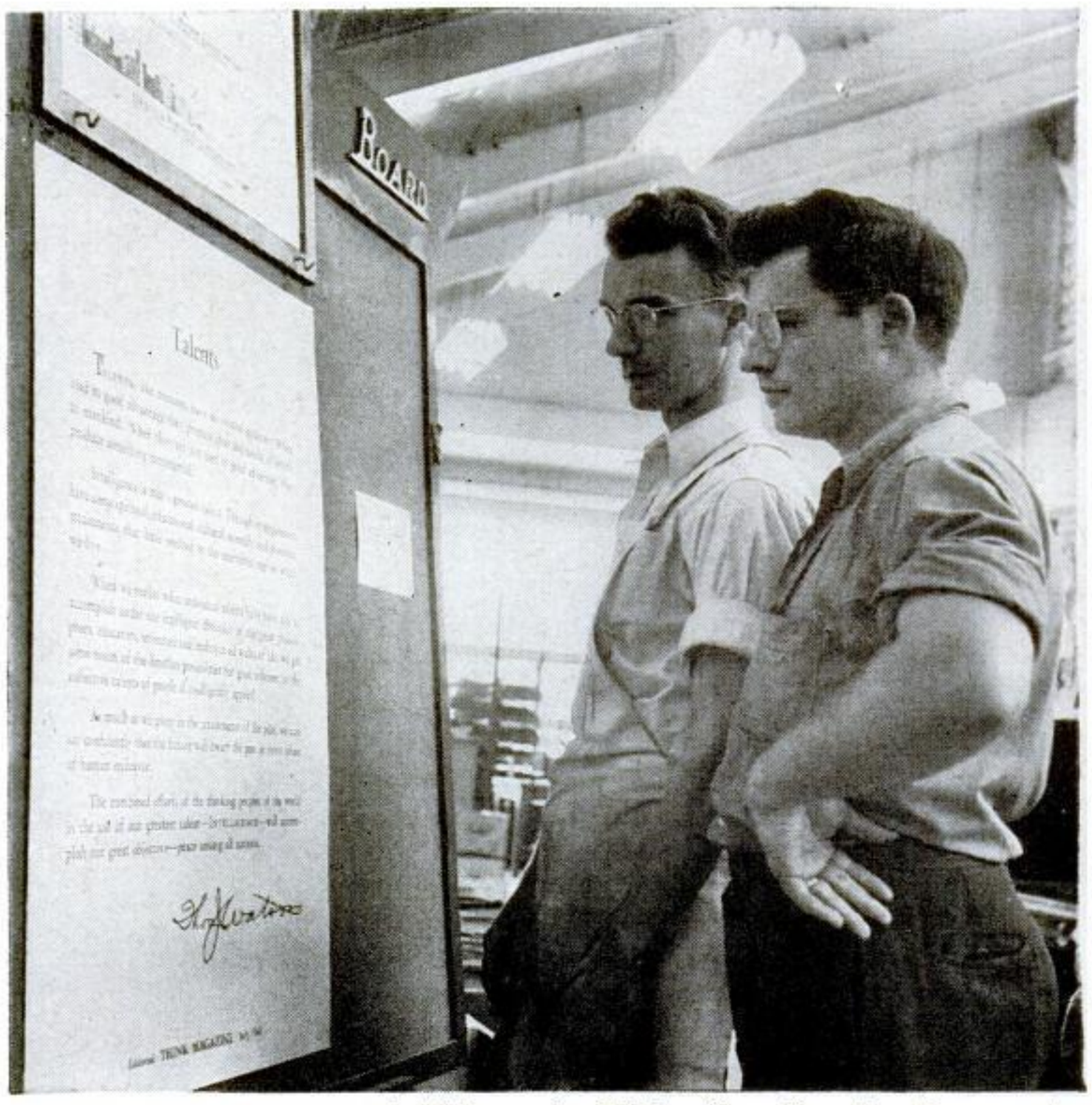
The dominating personality of Thomas J. Watson permeates every department of IBM. When inspiration strikes him, he turns to enormous scratch-pads mounted on easels in the executive offices and writes down his thoughts (*above*). These thoughts are soon piped to executives, salesmen and workers, who invariably pay careful attention to them. For it is T. J. Watson who always calls the tune, directing not only the affairs of his company but also, in large measure, molding the personal lives of his employes.

In return for observance of his concepts of business and social behavior, T. J. Watson sees that his employes enjoy some of the world's finest working conditions. There is an average wage of $3,596 a year. There is no piecework. There is free life insurance up to $25,000 for every worker. There is a free clinic and an extensive educational program. There is no labor union at IBM. The labor turnover is only 1.5% as compared to the national average of 6%.

Under such ideal conditions there would seem to be no dark cloud on the IBM horizon. But there are those who, half humorously, envision a dread day when IBM's busy machines will reduce altogether too many things to cold mathematical formulas. Then the thoughts, methods and personal traits of any given individual might become merely perforations on an impersonal card. It would no longer be necessary for anyone, except perhaps Mr. Watson, to THINK.



WATSON'S EMPLOYES and members of their families may all enjoy the company country club. Every employe is considered a member of "The Great IBM Family."



WATSON'S EDITORIALS in IBM magazine *Think* are "must" reading. Here men who may have missed recent editorial get a chance to study it in enlarged print at factory.

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STILL ALERT AND DYNAMIC AT 73, MR. WATSON POSES WITH HIS WIFE UNDER IBM'S WORLD-FAMOUS SLOGAN

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AT NIGHTFALL FOUR BOYS, CYNICAL AND WISE BEYOND THEIR YEARS, GATHER AT THEIR RENDEZVOUS, THE MARKET PLACE IN BREMEN.

GERMANY'S

Stranded amidst the wreckage of a prostrate and stagnant fatherland,

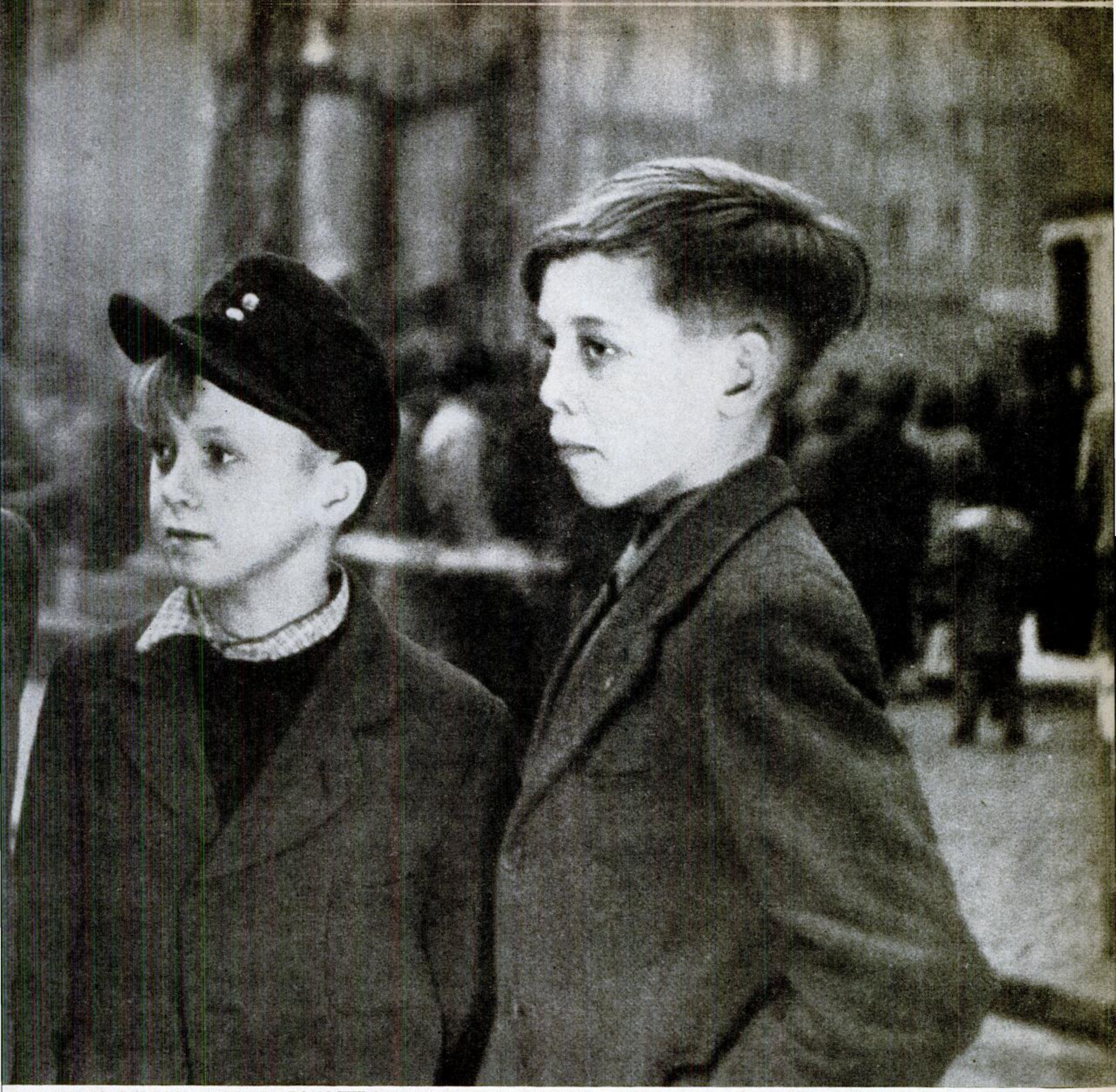
by CARL ZUCKMAYER

The chilling glimpses of Germany's youth described for LIFE in the following article are the first that Carl Zuckmayer has had in 13 years. Zuckmayer, a distinguished German playwright, was forced to flee his country in 1933 for writing anti-Nazi plays. He became an American citizen and returned to Germany in November 1946. This is what he saw.

"NO," said the pretty waitress who served in the officers' mess (there were only two pretty ones), "of course I won't have a German boyfriend. They are soft. They are not men any more. They boasted too much before. Sure, I was in the B.D.M. [Bund of German girls]. It was beautiful—during the first few years. We had lots of fun—sports, excursions, dancing—lots of fun. We just didn't listen to the *Quatsch* [rubbish—the indoctrination of Nazi ideology]. Later on they became serious with the *Quatsch*. Then it was no more fun."

The other pretty waitress was red-haired. Her name was Yolanthe. She said that she did not have much use for young Germans either because they were no good. But there still were a lot of fine gentlemen around who knew how to treat a girl. They took her out and entertained her properly.

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HUNGRY AND RESTLESS, THEY WILL ROAM THE STREETS, EXPOSED TO LITTLE BUT THE LURES OF VANDALISM, PETTY THIEVERY AND VICE

LOST YOUTH

it is fast being engulfed by hunger, prostitution and violent crime

Yolanthe meets these gentlemen on her afternoons off when she goes to the Femina, formerly a popular Berlin nightclub with table telephones, in a side street of the completely ruined Tauentzien Strasse. "One can only go to the 5 o'clock tea at the Femina," Yolanthe explained. "At night it gets vulgar. Then the Allied officers drop in, and the sort of girl—you know what I mean. But in the afternoon there's a better sort, businessmen, independent girls, young widows. There you meet fine gentlemen who will take you out later to a black-market nightclub and spend a couple of hundred or more for a bottle of champagne."

Yolanthe lives with her parents in one of the less damaged suburbs. They have three rooms—one for the parents, once respectable officials; one rented to a married couple with a child; the third one a common living room in the daytime, Yolanthe's boudoir at night. There she takes her solid friends.

When I asked if her parents realized, she replied, "Certainly. That's inevitable. The rooms are close together. But they don't say anything. I pay my rent. I'm working for the Americans, after all."

After the last war such parents would have thrown out the girl or would have committed sui-

CONTINUED ON NEXT PAGE

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GERMAN YOUTH CONTINUED

cide because of her depravity. Now they are just baffled and helpless.

"My son steals!" said Frau Doris von M., landlady of an American visitors' boarding house where I was billeted for a few days.

"He steals anything. They steal as they go today. Sometimes for trading, swapping and bartering, like all the other boys — sometimes just for the fun of it. My husband is desperate. But he doesn't know how to handle it. In his day he would have punished the boy with a good caning, or the boy would have been afraid of a public disgrace, like not being admitted to confirmation. But 'his day' is over. He knows that, too."

The mother, a woman of about 40, is a former actress from a good family. Her elderly husband is a retired officer of the Prussian nobility, a gentleman of the old school but with liberal ideas which grew more definite since he loathed the Nazis.

"We were happy that our boy Juergen was only 10 when the war ended," she went on. "We thought, 'Now the horrors are over. Now a child can grow up again in a decent way—at least inwardly in mind and soul.' We always hoped this would happen before he had to join the Hitler Youth, where he would have picked up that poison. A friend of my husband, a doctor, helped us to keep him out of the *Pimpfe* (the Hitler Youth juniors) with faked certificates about his health. He never has seen or heard anything of the whole *Schweinerei*. But now, for God's sake, what will happen to his mind? How will we influence him?"



AUTHOR ZUCKMAYER is best known to Americans for his script for *The Blue Angel*, the movie which introduced Marlene Dietrich to the U.S.

They have put the boy in a private high school, although they can hardly afford the fees. This school is situated in one of the better quarters, an undamaged suburb inhabited mostly by upper-middle-class families. There he does not have to meet the rough city youth.

"But," she says, "the boys whom he meets at school—all of a similar background, children of families who wish them to have a more respectable education—they all steal."

I found that a boy who does not steal is considered a sap. It is a matter of reputation for him to join one of the boys' gangs, to take part in one or another dangerous enterprise, to talk about it openly and to say, "The only good commandment is the 11th commandment: 'Thou shalt not be caught!' " So when Juergen came home for the first time with a pound of sugar he had swapped for cigarets stolen from a teacher's coat pocket and a candy bar stolen from an American nurse's handbag, he gave it all to his parents and felt mighty proud about it. He felt that he had done something useful, that he had contributed to the family's livelihood. He even had saved two of the stolen cigarets for his father. He was deeply disappointed and embittered that his work was not appreciated.

Religion? Juergen and his friends just grin about it. They say, "The Lord is for the *Amis* (Americans) who can afford Him. The Ivans don't need one because they worship vodka. The Germans are too poor for either."

The homeless

ALTHOUGH Yolanthe is drifting into prostitution under her parents' noses, and Juergen continues to steal, still each has a home and a family. Many young Germans are not so lucky. You may find them everywhere. They are part of the twilight, part of the incessant creeping, crawling and grabbling that is going on all over Germany; a stirred-up anthill, an incessant buzzing as of wild bees swarming; an incessant coming and going, wandering, running, crossing; a scraping and scratching of millions of restless soles. This is the black market, the world and the march of the homeless, the evicted ones, the scattered masses, the secret travelers, the marauding youth.

When I arrived at the main railroad station of Frankfurt for the first time, they had just turned off the electricity. It was pitch dark, the stars shone through the smashed glass above the big platforms. The covered halls were still darker. But everywhere in the dark there was a whispering of voices, everywhere there was a tramping

CONTINUED ON PAGE 128

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YOU are the JURY!



Into your town the railroad brings much more than freight and passenger service. It is a good customer. It pays taxes. Railroad employes are good citizens; they help to support your town. When railroad earnings are good, every community benefits. When earnings are inadequate, railroad expenditures have to be curtailed and the benefits are less.

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A PRETTY FRAULEIN takes the sun in a Berlin cafe. Here a girl may rest her feet and nurse a drink for hours while waiting for a friend to come along.

GERMAN YOUTH CONTINUED

and running, up and down, and in some corners the dim ray of the flashlight would encircle strange groups—some lying or camping, others standing, as in a solemn council, almost motionless.

Later on I saw this station many times, when it was lighted, at every hour of the day or the night, and I saw many other railroad stations in all the zones. The railroad stations are not only the miserable waiting rooms for overtired, exhausted travelers. They are the markets and exchanges for any kind of shadowy business. They are the home of the homeless.

The main waiting room in Frankfurt is always filled with travelers, waiting for a train that may be unpredictably late. But the real life you find only in what is called the *Speisehalle* (the dining room) at the east side of the station. It is a big, square room lit by a few bare bulbs in the ceiling. You can cut the air into pieces. People who want something to eat or drink here have to line up and struggle for hours through the crowds. Then they get a glass of watery beer or a cup of ersatz bouillon, on food ration stamps—if they can lay out a 10-mark guarantee for the glass or the cup in their hand. Without that none of those overworked waiters would take a chance.

Diamonds, soap, suitcases

THE biggest crowd, however, which is always pressing in and out of the room day and night, is not there to eat. It has other business to do. The bulk of it is made up of youngsters, boys and girls between 15 and 25. If you push your way through that crowd or loiter, you hear soft whispered words: "Pound of butter? Ten pounds? Retail price? Pair of boots? Lard? How much a kilo? Ten bags of flour to be swapped. Two cartons. Chesterfields preferred. Diamonds? No business here. Go south station. Have you coffee? Want chocolate? Soap? A suitcase?" Looks are exchanged, but mostly under half-closed eyelids, each watching the other one's reaction. Somebody hisses, "Papers? Who needs papers? Come to track 16. Passport. Nice new name." Sometimes there is a sudden rush, a hastening from all sides to get out. Get out. They're coming. "Little raid" or "big raid." Little raids are from the German police. One does not take them too seriously except for the girls, who may be taken to a health station, examined and, if infected with venereal disease, put in a public hospital. There the medical care is said to be good, the food awful, the treatment gruesome. Afterward the

CONTINUED ON PAGE 130



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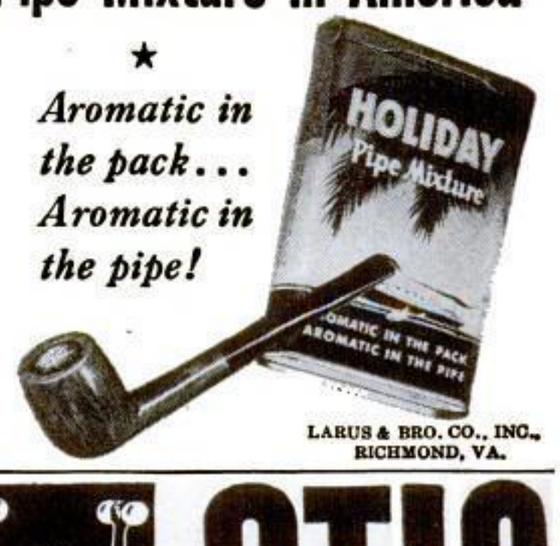
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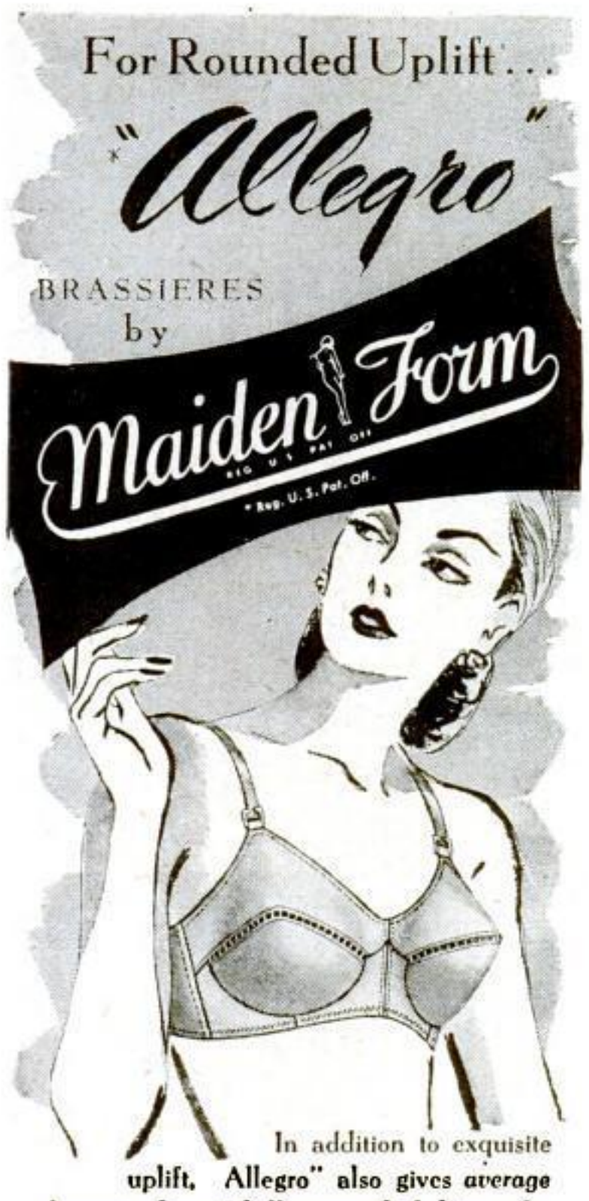
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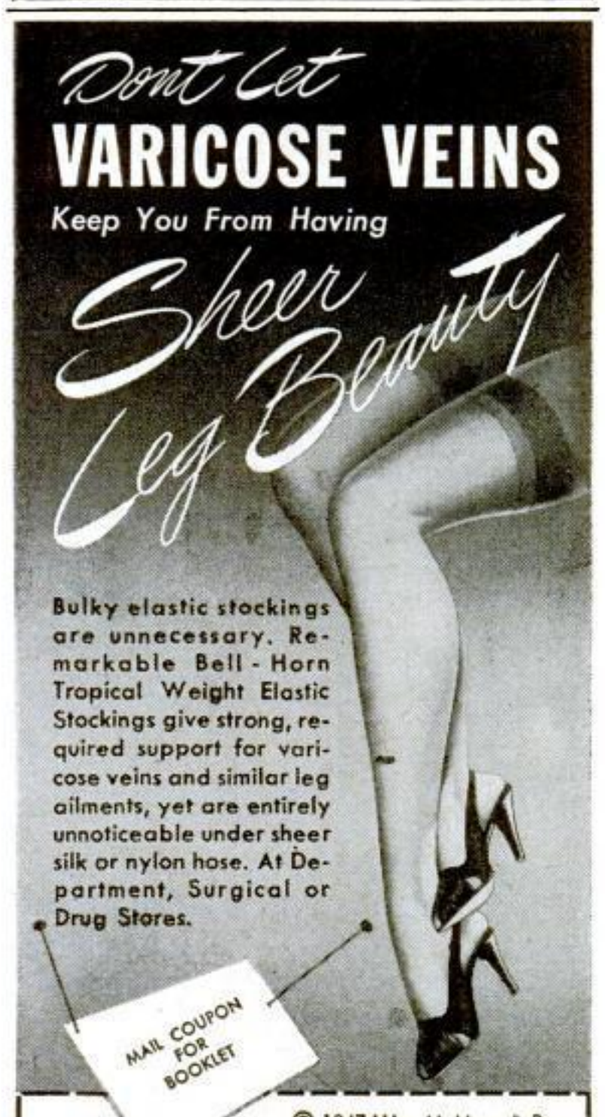


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GERMAN YOUTH CONTINUED

girls are released with a "hunting license," a health certificate. Most of them go right back to the station or to their favorite night bar. There are too many of these to be supervised or controlled. The boys taken into custody during little raids are released immediately if they possess anything that looks like an identification. "They have no rooms and no food for us," one boy explained.

The "big," or "grown-up," raids are made by the MPs. These are more dangerous because if a boy is caught without identification papers he is considered to be a displaced person and liable to detention in a DP camp. But the wise young denizens of the railroad station know how to get hold of papers.

"How did it come to this? Simple enough," a boy named Dieter explained to me when I was there for the first time. "I was taken prisoner during the last days of the war. I'm 22 now. You get tired of the camp. Most of us were fed up with the military long ago. One day it was announced that 500 would be released for Hesse. You always were released for the district where you could prove residence. As a matter of fact I'm from Saxony. But there's nobody waiting for me there except Ivan, who might put me into a forced-labor battalion. My father, the dope, was a big-shot Nazi. He's in a detention camp now, himself. Our home was bombed out long ago.

"The hell I'd go to Saxony! So I signed up for Hesse. I remembered the name of a friend from here who was killed in '44. I said I was he. I knew the address and the first names of his family. So I went with the first transport. His folks didn't give me away. I stayed there for a couple of weeks. Then they couldn't keep me any longer. Since then I've changed my name three times. I'm beginning to forget the real one. Work? Hell! Go and try it, mister. I did. For three weeks I worked with a decent master in my old craft, advanced plumbing. But this was against regulations. To work in this city I need a working license, and I don't get a working license as long as I don't have a housing license, and I don't get a housing license or food stamps as long as I haven't got a working license. The old merry-go-round. Besides, what would I get for working? I'd starve on it. Now I'm a businessman. I'm doing fine as a businessman. Will you come and see?"

"Minors Forbidden"

HE invited me for a drink in his favorite bar, a black-market spot near the station. We had to make our entrance through a dark backyard full of rubble but without much secrecy. There was an attempt at elegance with artificial flowers, a band of three playing pseudoswing music, a devilish schnapps being served for fantastic prices or for American cigarets. A big shield above the bar said, "Minors Forbidden." One saw mostly boys and girls who might have been between 16 and 23, businessmen and their company.

Dieter had a few drinks and grew more and more talkative.

"Yes, I'm a businessman. The only smart thing to do. But you have to be smart as hell. Look at the fat old man at the bar. He's the one who brings the merchandise in, from the peasants or from the Zeilsheim Camp (a DP camp). But he hasn't the guts to trade with it. He's got the car and the cash but I've got the brains and the nerve. I'm outsmarting him. I make about 500 marks a day. Four hundred I spend for food. I must be strong for this sort of life. A hundred I put aside for a new suit. Wait till I wear it! Then you'll see I'm a businessman.

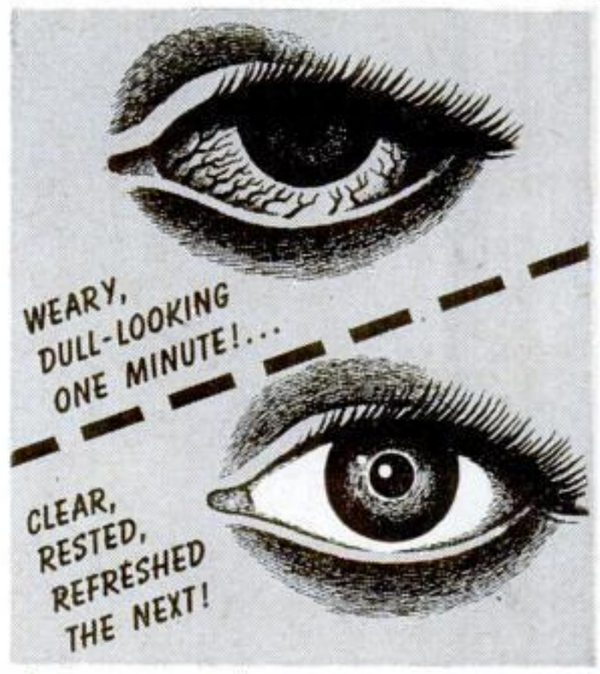
"Sunk? Going down? Not me! Know who's getting sunk? Who's getting rotten? My master, the honest plumber for whom I worked. Look at me. Do I have a dirty neck? I have a warm bath or a shower every morning. Down there in the washroom of the railroad station there's good clean service. You must be there around 6 in the morning, then you don't have to stand in line so long. Most of us boys have our warm bath in the morning. My master, he has no warm water, no food, no clothes. He's going down—not me! I sleep in the daytime, in the youth bunker, which is under public supervision. Or at night, if I've made enough money, in a brothel. That you must see—if you can keep quiet. They've fixed up three or four cellars now with about a dozen mattresses. Well hidden in the ruins. No MP can find it. They pick only girls who come right out of the nunnery (the VD hospital), then they are safe. But the boys who are running that place are very mean."

Five minutes later, outdoors in the dark again, the businessman began to cry. I had asked him where his mother was. He couldn't tell.

Of the 125 days and nights I spent in Germany or Austria between November 1946 and April 1947 there were few which were not marked in my diary with stories like these. Not all of them are

CONTINUED ON PAGE 132

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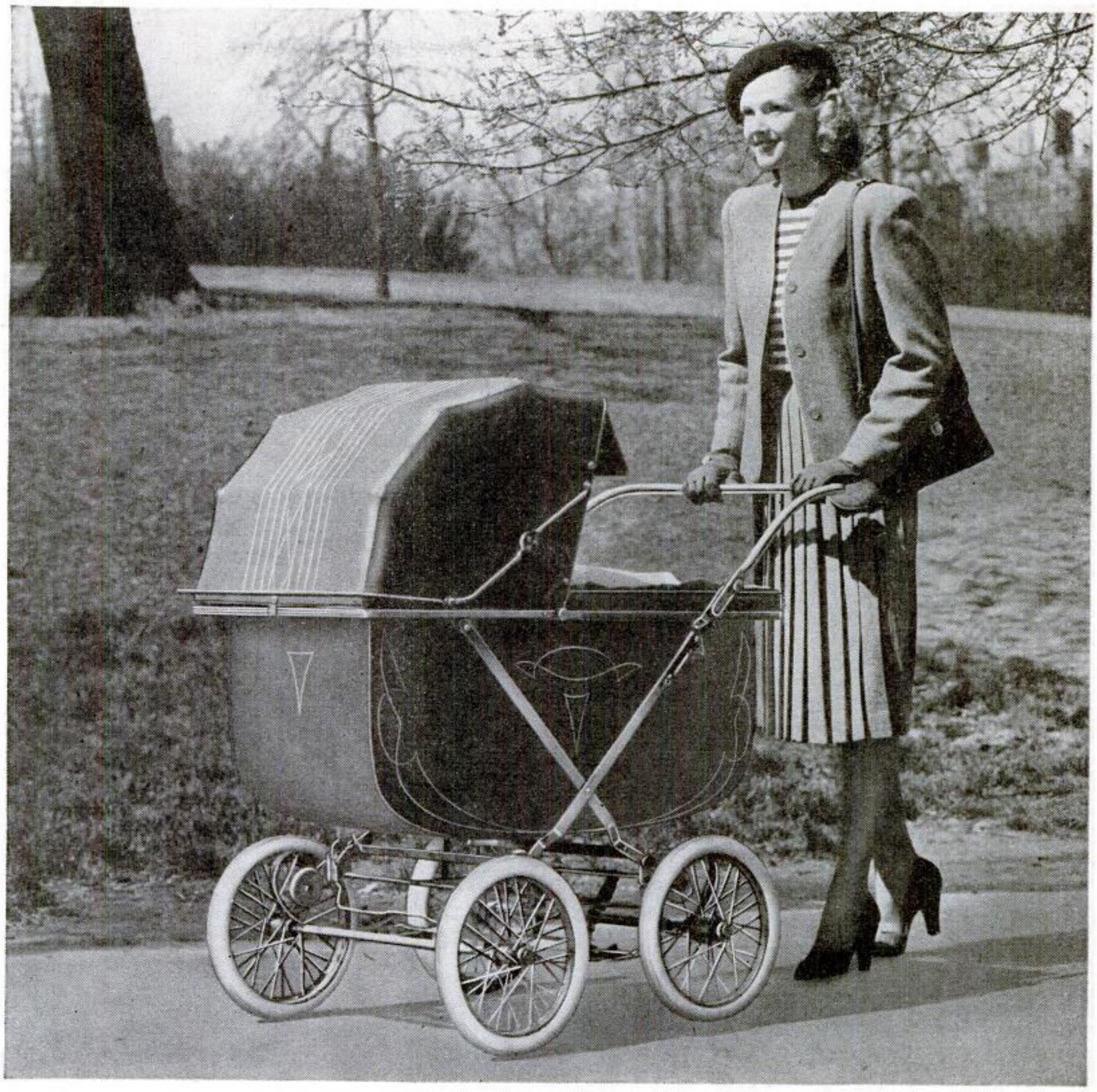


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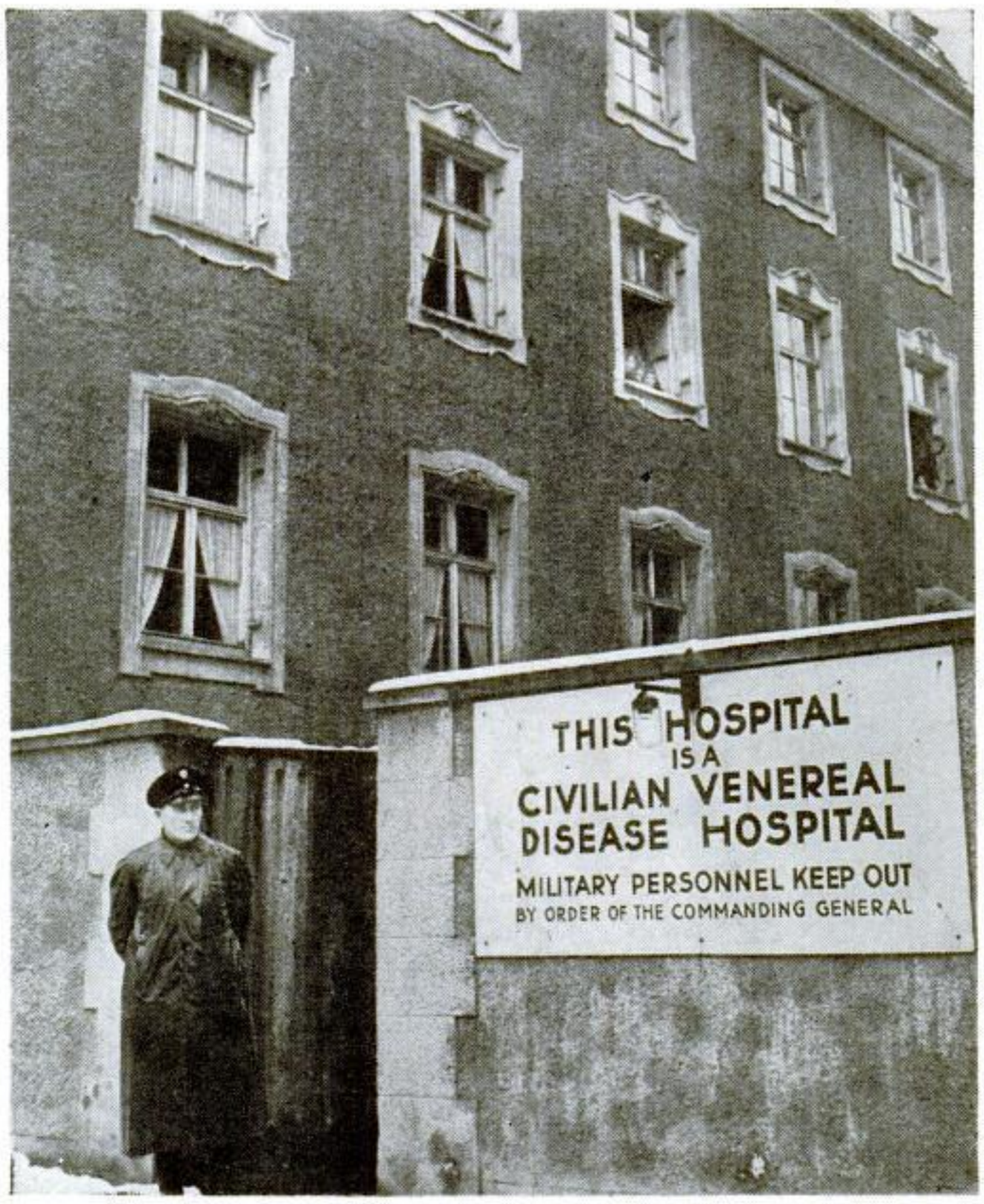
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FROM THE WINDOWS of a VD hospital in Munich, girls who have been picked up in police raids peep out at the sentry who guards them night and day.

GERMAN YOUTH CONTINUED

tragic although most of them are pathetic. Each illustrates some phase of the terrible task of human reconstruction which faces Germany. The ordinary problems of youth, such as adolescence and education, are lost in the overwhelming ones of keeping alive and of finding some nonvicious, nondestructive ideal to replace the exploded ideal of Nazism.

One evening in Heidelberg an old play of mine was being revived—*The Captain of Koepenick*, which I had written in 1930 at the time of Hitler's rise and had meant as a warning to the German people against a new nationalism and militarism.

The theater was packed. I felt that most of the audience at this opening would be sympathetic to the play (which is well remembered in Germany) and sympathetic to an author who was exiled by the Nazis. The others would stay away.

A few whistles

THIS was generally right. The majority of the audience came in order to enjoy an evening of "free theater" and to celebrate its return. After the first scene—and even after the second and third—there was some shrill and sharp whistling from the gallery and from some parts of the balcony, which in Europe means what booing does in America. This only challenged the applause of the huge majority who wanted to make this evening a success, and after the fourth or fifth scene (the play has 21) the whistling died down and stopped entirely. Sitting in the first row of the balcony, I had turned around when the first whistling began and had seen a tall, young blond man taking his fingers out of his mouth when the lights went on. I watched the fellow throughout the evening. He didn't whistle any more but sat with crossed arms and a somber face.

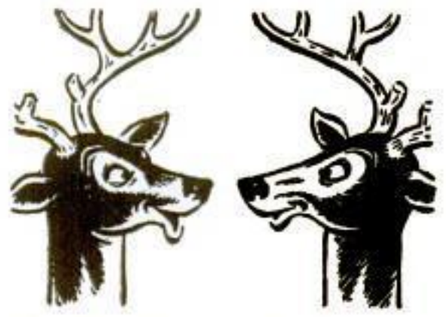
At the end of the performance I followed him when he walked out of the theater. I was sure that he had not seen me before and would take me for some German civilian.

"You can do me a great favor," I said to him, without introducing myself, "if you will tell me, quite frankly, why you whistled after the first few scenes of the play and why you stopped whistling later."

"Why do you want to know that?" he asked suspiciously.

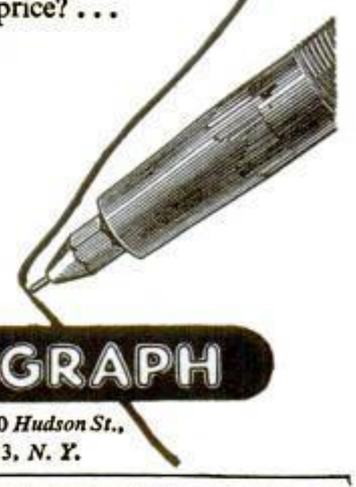
"Well," I said, "I happen to be the man who wrote that play. That was long ago. I still lived in Germany and was a German then. Later I became an American and I'm traveling now for the U.S. War Department. You must see that I'm not a spy or an informer. I'm only

CONTINUED ON PAGE 135



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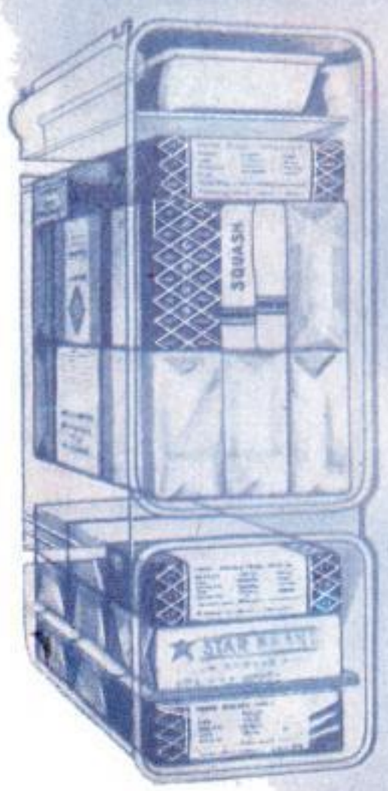
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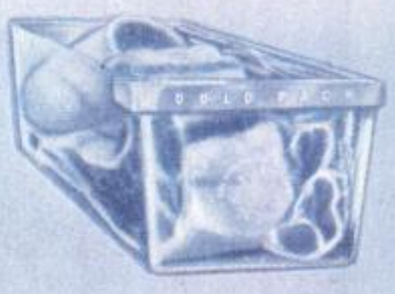
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GERMAN YOUTH CONTINUED

interested in what you and your generation may think or feel about these matters. If you'd like to have a talk with me, it would be fine. If not, call it a day."

"Quite an adventure," he said with a curious smile.

"For me, too," I said. "Now I've got to go backstage to see the actors. If you want to meet me tonight or tomorrow, I can supply a warm room and perhaps some coffee and cigarets. If you have some comrades who feel the same way you do and who would be interested in such a discussion, just bring them along. My only wish is that you be frank with me, even if it is rough. I'll be the same."

He came with four other young men, all of them veterans of the war in Russia, mostly officers, now students. They had all seen the play, disliked it at first, having heard about its "bad reputation." They had become doubtful and lost the original impulse to demonstrate against it. This in itself shows a difference from Nazi times. Young Nazis, before 1933, would have been sent to such a play with the order to whistle and disturb. Then they would have done it without even listening to the show. These boys, at least, tried to form their own opinions.

What *were* their opinions? At first, they said, they had the feeling that it was an insult to the "most sacred things of the nation." Then they were not so sure any more.

We spent hours in an attempt to clear up what were the "most sacred things of the nation." One man, a student of modern history, came to the conclusion that—in contrast to other nations, for example the English, who had a history of expansion over the world—the Germans, with their open borders always threatened in the west and the east, became "introverted" and developed a sort of special idealism which he called *Reinheit* (purity). This purity of the soul could be expressed in the discipline, the self-sacrifice, of the soldier.

It took more hours to convince them of the necessary failure of such a nebulous philosophy and the dangers involved in such illusions. When the morning dawned we had reached a sort of general agreement that the modern world could only be one of mutual understanding between peoples, races, classes or no world at all and that Germany had to follow to a new ideal, not fight against the world and try to dominate it but try to understand it and become a creative part of the whole.

It was a long and tedious night, full of setbacks and confusion, but at least it was possible to argue the point.

A lady and her ruins

AT a private chamber-music party in a cultivated German home—a few of them still exist, especially in the countryside—I met a lady of about 50 who at first seemed very snobbish. The first look proved to be correct, the second was worse.

The lady produced a photograph album and showed it around. It contained pictures of her fine house, almost a palace, in a southwestern German city. The first 10 pages showed it as it was before the war with its halls, dining rooms, music salons, servants' wing, gardeners' quarters, riding stable, tennis court and guest house. The second 10 pages showed the estate after the first bombing and burning; the last third of the album showed "her" ruins. She seemed to be enormously proud of them and later on she invited me for a little party in her poor, reduced accommodations. The husband was an industrialist who might have to stand trial, but she said she wasn't a bit afraid of it.

She was still a very attractive woman, and she boasted that she never used German transportation for her travel but only American staff cars. I don't know whether this was the truth. Curiosity drove me to join her party.

When I arrived at her address it really looked like the pictures in her album: just ordinary ruins. But there was a servant with an 18th Century lantern who showed me down carpeted stairs to a cellar apartment where I was received by a real butler in tails and white gloves who took my coat and announced my name to the party.

They had several rooms underground, all decorated in the most elegant way with Persian carpets and fine antiques. Dinner was served on silver and valuable china. The host and hostess could not stop apologizing for their reduced conditions. The album with the pictures of past splendor was laid out on a sort of shrine covered with purple velvet. The place was overheated and I did not ask where the coal came from.

That same day I had done some research on how an average

CONTINUED ON NEXT PAGE

"Through Riches and Poverty... Sickness and Health..."

140 East 46 Street
New York City
July 25, 1947

EDGEWORTH
RICHMOND, VIRGINIA

Gentlemen:

Pipe tobaccos are like women. Some of them are too sickly sweet. Some are sharp-tongued—and inclined to bite your head off at the least provocation.

Some give you a dizzy feeling in the head when you're too much in their company.

But Edgeworth? Well, Edgeworth somehow, is like a good wife. True blue! You stand by her through "riches and poverty—sickness and health." And she stands by you.

That's how I feel about Edgeworth. I married it many years ago and I'm staying with it "till death do us part."

Seriously, Edgeworth is a great tobacco. It has a *natural* aroma—pleasing even to non-smokers.

It's well behaved in the pipe—packs well, doesn't send forth a shower of sparks to burn clothing, upholstery or rugs.

Since Edgeworth and I are celebrating our 20th anniversary together, I thought it would be a nice gesture to write you folks who make it, a letter of gratitude.

Thanks, gentlemen, for a wonderful smoke.

Yours sincerely,
ROBERT O. EWELL



Plenty of pipe smokers drift along for years—secretly hoping for that certain "extra something" Edgeworth delivers.

If you're in this state of mind—well, we hope you'll pal up with Edgeworth.

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RAILWAY STATION in Frankfurt provides accommodations for travelers. These beds are in a shelter beneath main waiting room, rent for 3¢ a night.

GERMAN YOUTH CONTINUED

student lives. The weekly fat ration, I discovered, including all kinds of butter, fat, lard or grease, was 75 grams. This is roughly the equivalent of an eighth of a pound of butter.

Despite his meager diet and all-round somber lot, the average student has no desire for change by means of another war. He fervently wishes to go abroad. When he despairs he does not blame other countries as do his elders. He does not talk about politics. He curses his destiny and the older generation, which, for him, is the Nazis. "They ruined our lives," he says.

"Sure," said one boy to me, "one could work for the Americans. When we were released from the PW camp they offered us work in one of their transitory stations. There is decent food, clean cots. It's even warm. You can apply for admission to one of these camps voluntarily. But before I go back to any camp in my life, whatever it may be, I'd rather die in a ditch."

Many boys declared that they would rather perish alone than endure any kind of regimentation. There was a strong prejudice against any kind of collective living. They hated the idea of being herded. A few of them said that only marriage could save them. It had to be the right one, of course. But it seemed doubtful if they could find the right one in the railroad station.

"Business" keeps them healthy

MOST of this vagrant youth did not look really exhausted or worn out. Some of them seemed quite hardy. It was as Dieter said: if they were in "business" they lived better, fed themselves better and kept themselves cleaner than the ones who went to work. Many of the girls seemed worse off than the boys, although not all the girls lived on prostitution, some were in "business" too.

Once a girl to whom I had given a few cigarets showed me two rough-looking young men and said, "They wanted me to lure you into the ruins and rob you. They wouldn't mind killing a man."

When I turned to look at the boys they ran and disappeared in the crowd. "Now," said the girl, "they have seen that I gave them away. They'll be after me. If I could only leave this place!"

She began to tell me her story. After a few minutes I knew that she lied because her dialect was entirely different from the one that is spoken where she said she was born a rich girl.

"If you want to tell me a story," I said, "tell me a true one." She told five different stories, none of them true but all of them not entirely untrue because she had picked them up from other girls to whom they had really happened. Then she broke down. She had a picture of her parents, working people in Wuppertal, from whom she had run away, and she said if she could have money for a ticket right then, at that moment, she would return to them on the

CONTINUED ON PAGE 138



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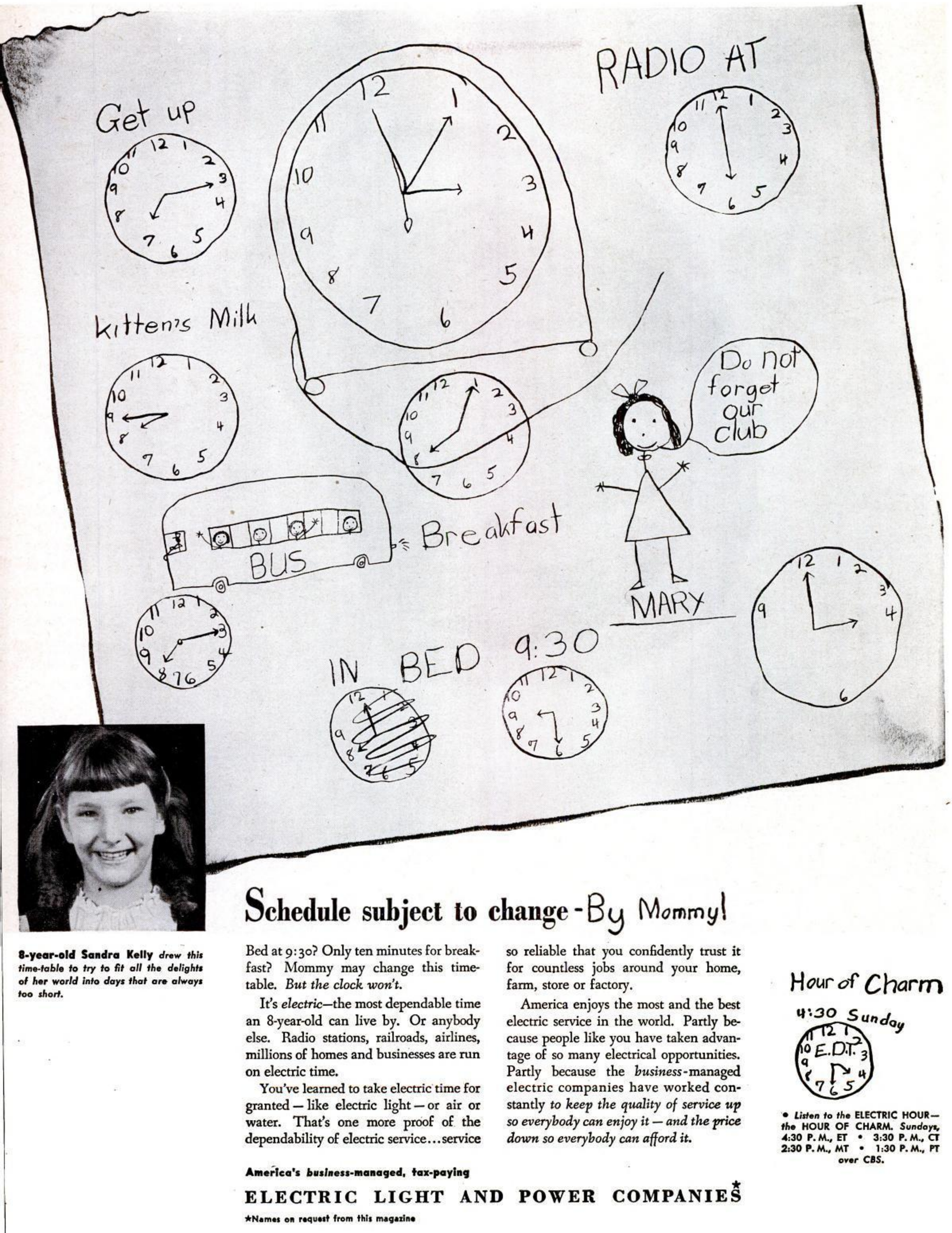


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8-year-old Sandra Kelly *drew this time-table to try to fit all the delights of her world into days that are always too short.*

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You've learned to take electric time for granted — like electric light — or air or water. That's one more proof of the dependability of electric service...service so reliable that you confidently trust it for countless jobs around your home, farm, store or factory.

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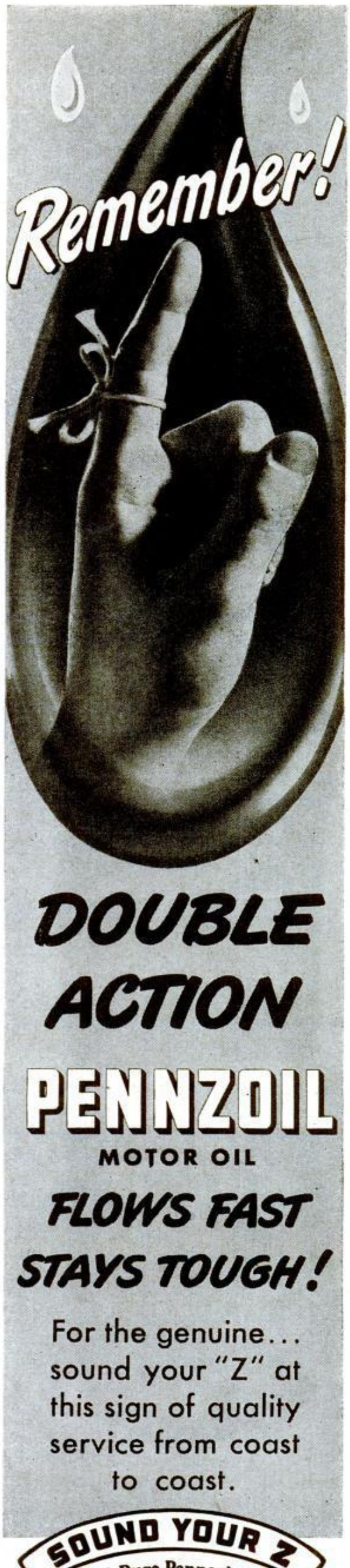
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GERMAN YOUTH CONTINUED

next train. I gave her the money. She said, "Are you so dumb or have you really so much confidence in me?"

"That you must figure out for yourself," I said and left her quickly before she could start sobbing. I did not see her again at the station. Maybe she went home, maybe not. Most of the others around there had no home where they could have gone.

When I was in Frankfurt for the last time, the day before I returned to the States, a young man greeted me in the street. I did not recognize him right away, but when he talked to me I realized that it was Dieter, the boy I had met at the railroad station a few months ago, the first one who had told me about the life there and shown me around. I had not recognized him because he was so changed. Not that he had the new suit about which he had talked then. On the contrary, he wore overalls and looked as if he were coming from work.

"I'm working at the new building in the Zeppelin Allee," he said with a blush, as if it were something to be ashamed of. "In the daytime only," he added quickly. "At night I'm still a businessman. I've got to do some business in order to fix up my home. That is, I'm going to get married."

He blushed more and more, but it was obvious that he was very proud.

"Listen," he said, "I told you about my life, and you asked me where my mother was and, well, you were nice to me. Now I want to show you something."

He took me to a shaky ruin where he had installed, entirely against law and regulations, a two-room apartment. It was the former laundry in the basement of a big house. He had no license and no approval for it. He paid no rent—there probably was nobody who could have collected it. I only hope he won't be found out too soon. It was quite nice. Being still a businessman, he had managed a carpet, a bed, a kerosene stove. Being an advanced plumber, he had done a lot to make it comfortable.

"Later on," he said, "I'll concentrate entirely on advanced plumbing. I gave up the idea of emigrating from this country. I wouldn't even if I could. I think when real building, real construction starts—and that must start someday, mustn't it?—then it will be quite nice here. Quite nice to be still young, too."

The girl came home. She works, too, in an American household. She is blonde and tall and has bright eyes, gay eyes, perhaps a little shrewd but nicely so. She wore a costume that seemed to be almost new. He is still a businessman.

"Where did you meet her?" I asked him when she went away to fetch tea water. "Where does she come from?"

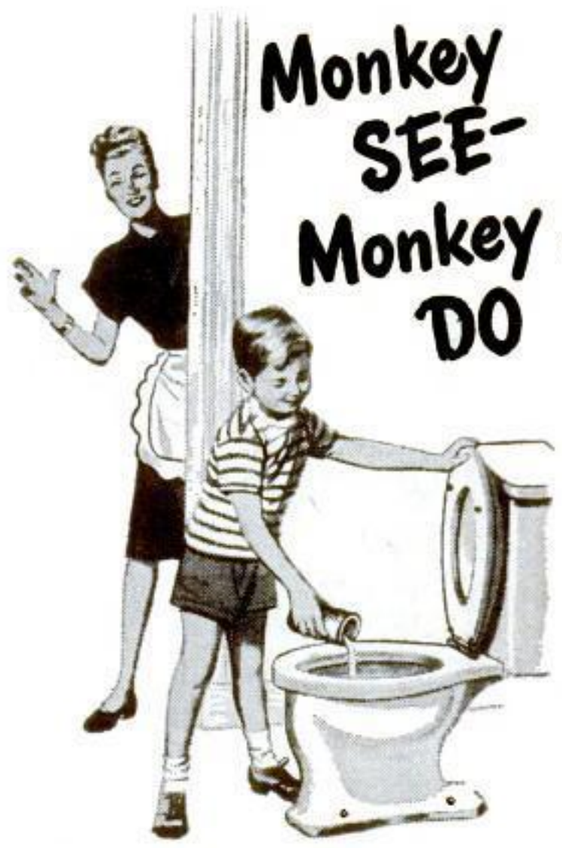
"From the hospital," he said without hesitation. "She was one of those girls—well, she was infected. But she's perfectly all right now. Here" he said, taking something out of his pocket, "is her health certificate."

Maybe I looked a little skeptical for a moment, although I didn't mean to.

"Oh, no," he said emphatically. "Don't think she's bad. She's the girl to live with. She's all right, I know it. She'll stick to me. She and I, we'll make it together. We'll get out of the mud. It wasn't her fault that she got into it. Who can go through these times and stay quite clean?"



IDLE AND DISCOURAGED, a boy surveys the wreckage of Bremen. Boys like this often get along by doing odd jobs, wander restlessly from city to city.



Sonny seems to know already what Mother's known for years. He's getting the toilet bowl clean the quick, easy, sanitary way—with Sani-Flush. A clean toilet bowl simply can't have an odor. Sani-Flush removes stains and film that harbor germs and cause odors. It disinfects—works chemically. Just sprinkle Sani-Flush.

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shining silver . . . linens as white as the snow of the Rockies.

Whether it's beefsteak or brook trout
or pheasant *à la Périgueux* that catches your fancy on the menu,
you'll have a meal to remember.

In fact, it's almost worth taking a trip just to eat
a Fred Harvey meal on a Santa Fe diner!

May we count on serving you soon?

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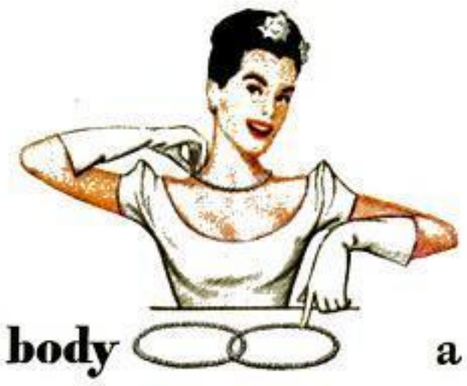
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Three rings wherever you go...



one ring for **purity**



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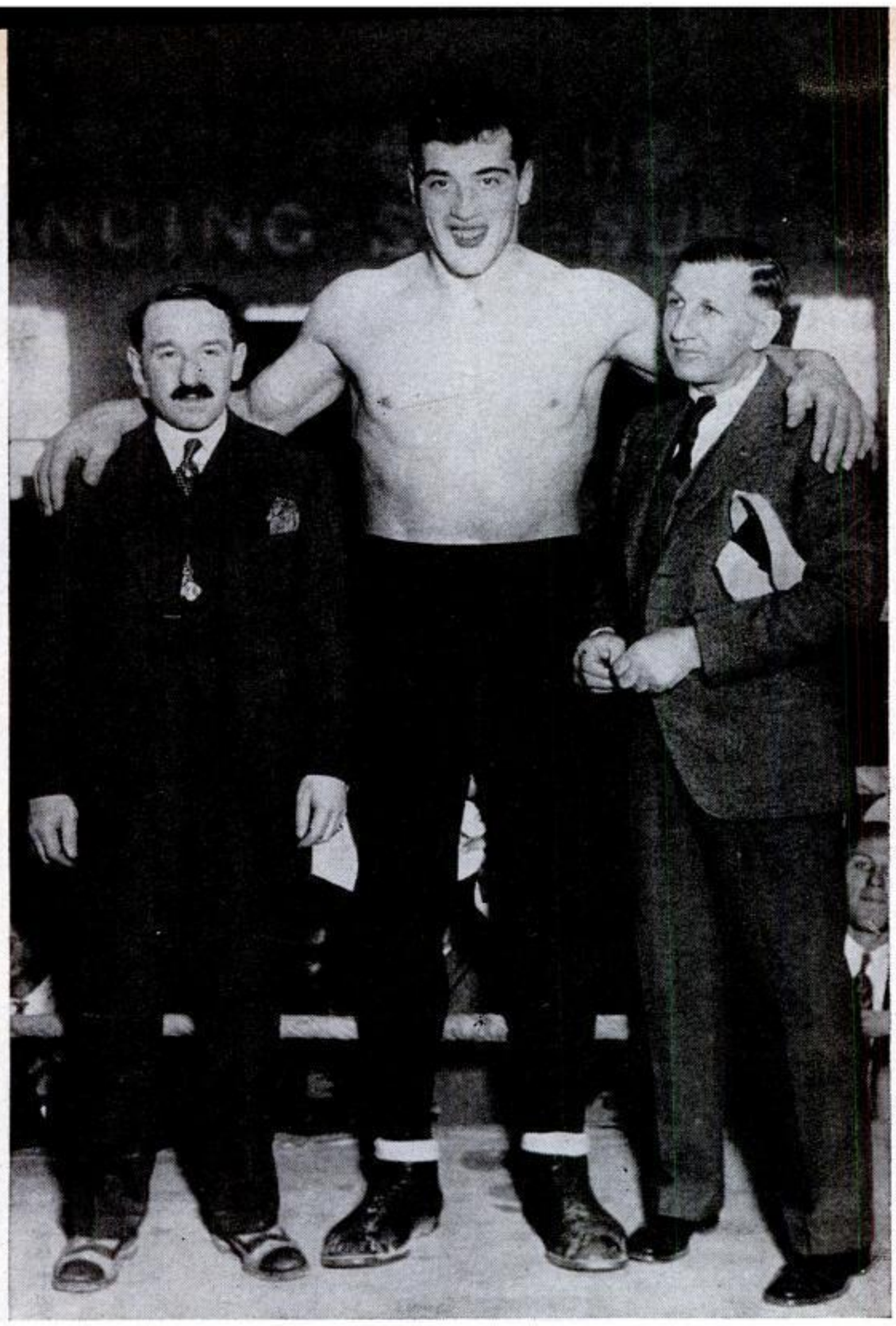
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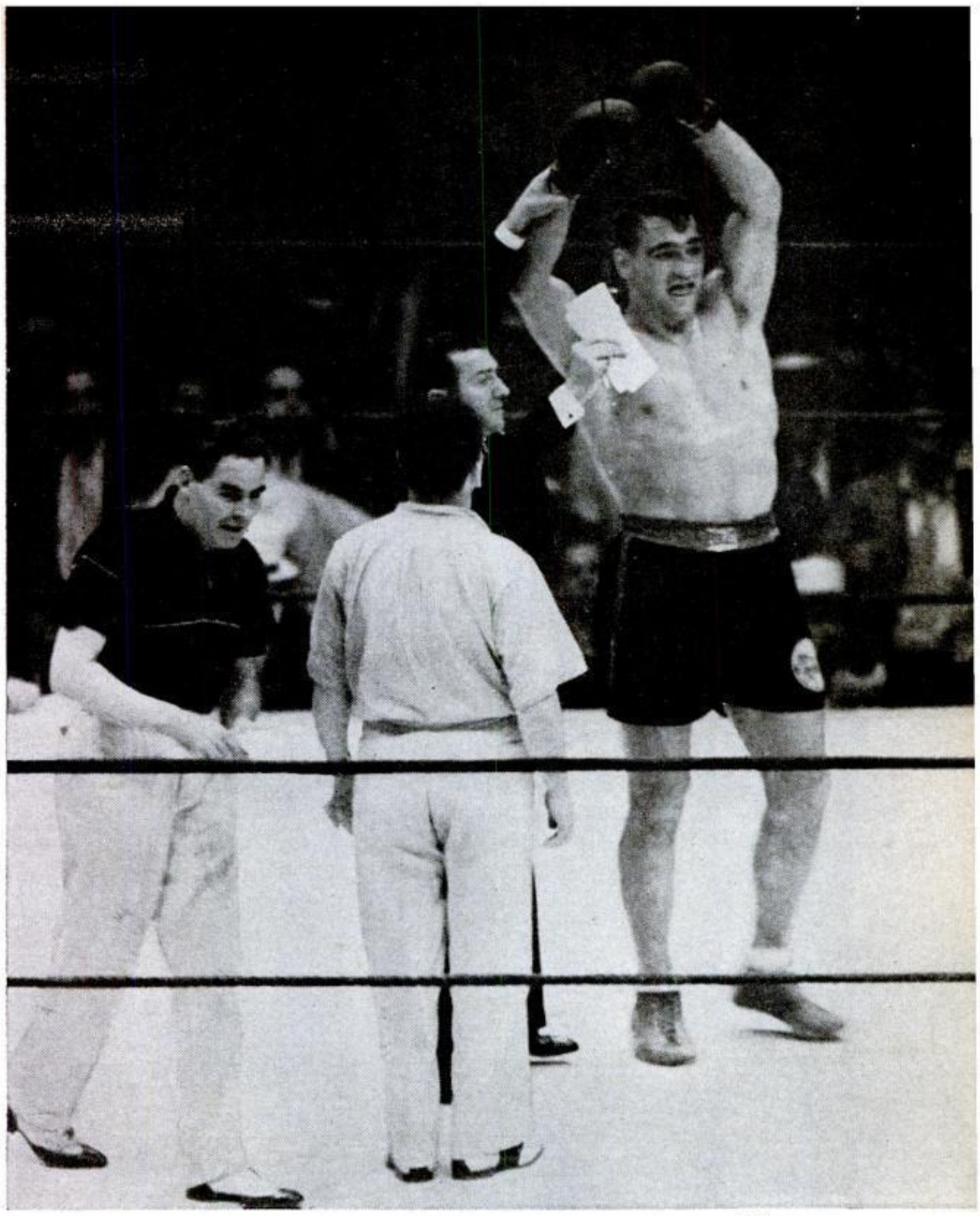
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AS A NOVICE in 1930, Primo Carnera was managed by Leon See (*left*), and Promoter Floyd Fitzsimmons. He was then called the Italian Giant, later Old Satchelfoot.



THE WORLD CHAMPION, Carnera acknowledges the cheers of the crowd. He won the title when he knocked out Jack Sharkey in the sixth round of their fight in 1933.

CARNERA'S CAREER MAKES A NOVEL

HERO OF "THE HARDER THEY FALL" IS DEAD RINGER FOR AWKWARD GIANT WHOM BOXING RACKET MADE CHAMPION

Eleven years ago this summer Primo Carnera, who for a brief, unhappy time had been heavyweight champion of the world, stumbled wearily aboard a ship in New York Harbor and sailed for home in Italy. The boxing career of this 6-foot 6½-inch acromegaloid, whose pituitary deficiency caused his abnormal size, had grossed more than $3 million for his owners. But it had left Carnera nearly penniless and partly paralyzed. Even at that Carnera was much luckier than El Toro Molina.

El Toro Molina is the central character in a new novel, *The harder they fall* (Random House, $3), by Budd Schulberg, author of 1941's best-seller, *What Makes Sammy Run?* He is a gigantic boxer from the Argentine whose freakish size (6 feet 7¾ inches, 285 lb.) was mercilessly exploited by U. S. boxing racketeers. Although his name is Toro Molina, the hero of this book is inescapably Primo Carnera. Gene Tunney (*right*), world heavyweight champion turned book reviewer for *The Saturday Review of Literature*, was first to point this out. "The story parallels Carnera's career so much," he said, "it is not hard . . . to recognize the 265 pound Italian as the principal. Carnera had only a fair percentage of phony victories in his record, while Molina had all phonies but one, the last."

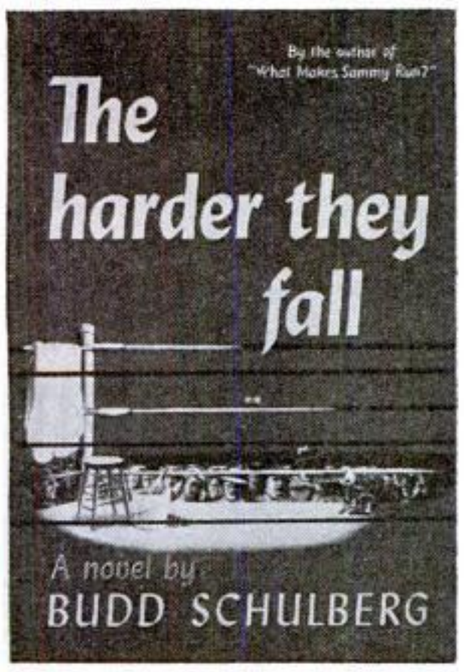
The story of *The harder they fall* is told by a young boxing press agent, a Princeton man, who wanders self-consciously through a cast of crummy chiselers and cheap crooks who infest the boxing racket. On orders from his gangster boss, he starts the machinery—the great build-up of the new discovery, the Giant of the Andes, El Toro Molina, who can't box a lick.

With the help of pushover boxers who take dives and cynical reporters who exaggerate the giant's boxing prowess, the public soon begins to believe that El Toro is really championship material. The first suspicion that all is not on the level comes when El Toro fights Dynamite Jones in San Diego. Jones a rangy young Negro, has contracted to collapse at the end of the third round. But he finds El Toro's big jaw so tempting that he decides to finish the fight by knocking out the giant. When Jones comes to his corner after the second round, his handlers rub some alcohol in his eyes. In the third, blinded, Jones slips for an instant. His second throws in the towel, and El Toro wins another fight.

With a few names changed, this fight could have been the Primo Carnera-Bombo Chevalier match in Oakland, Calif. in 1930. Chevalier also decided not to cooperate. For five rounds he boxed evenly with the giant. In the sixth he seemed to be blinded by some solution (oil of mustard). Carnera knocked him down. At the count of eight he started to get up. His seconds threw in the towel. For a while Carnera's license was withdrawn in New York and California.

All through the novel El Toro's career parallel's Carnera's. Like El Toro, Carnera came from a small Latin village. Like El Toro, he was discovered by a circus manager (Leon See) and brought to the U.S. to fight. When Owney Madden, the racketeer behind Carnera, got tired of See, he shipped him back to Italy, just as the novel's gangster shipped El Toro's manager back to the Argentine and took over himself. The sad and shoddy story of what happened to Molina's real-life counterpart is told on the following pages.





GENE TUNNEY first pointed out the similarity between Carnera and El Toro. He added that the author knew his boxing and had "an apparent sympathy for the victims of the boxing racket, the poor mugs that have their faces bashed in and mental balances upset. . . ."

CONTINUED ON NEXT PAGE

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THE BUILD-UP EVEN FOOLED PRIMO

In the novel El Toro believed his own build-up. As his hand-picked opponents folded, he began to think he was invincible. So did Carnera, who would have been a bad bet in a free-for-all. Although he managed to develop a fairly useful left—because his arm was so long—Primo had muscle-bound shoulders, varicose veins and a glass jaw. But the simple giant was supremely confident. Once his manicurist asked, "How do you like Los Angeles?" "I knock him out in two rounds," said Primo. After his fight with Ernie Schaaf in 1933, he was even a little scared of himself. In this fight Schaaf, already suffering from a brain concussion, took a tap from Carnera, collapsed and died three days later.



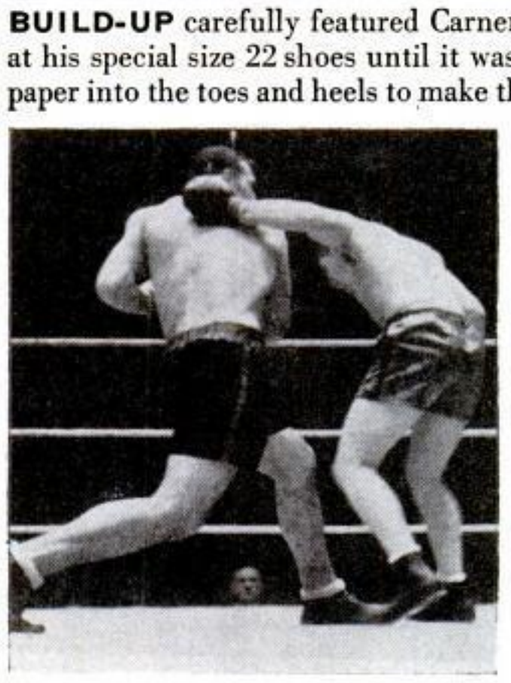
CARNERA'S FAMILY were stone cutters. Here Primo poses with his mother, father and brother Secundo.



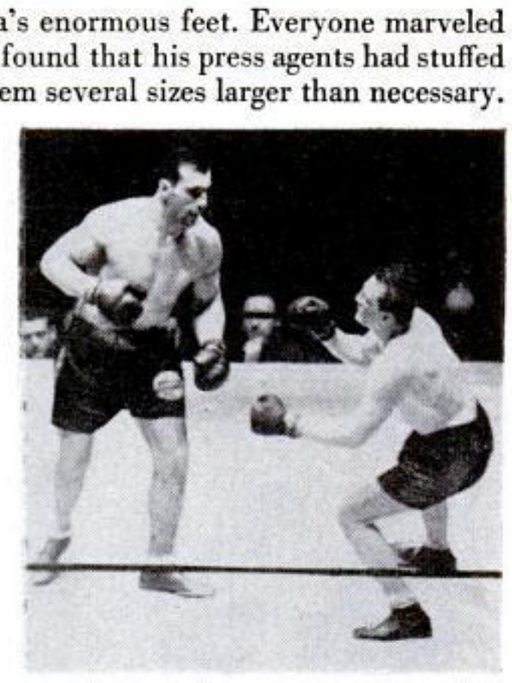
PUSHOVERS were his first opponents. Here he weighs in with George Cook, who lasted two rounds in 1930.



BUILD-UP carefully featured Carnera's enormous feet. Everyone marveled at his special size 22 shoes until it was found that his press agents had stuffed paper into the toes and heels to make them several sizes larger than necessary.



WILD SWINGS featured Carnera's ludicrous early fights. Here he and King Levinsky simultaneously miss.



BOXER DIED after Carnera's blows in 1933. Here Ernie Schaaf falls down to the mat after Primo's killing punch.

CONTINUED ON PAGE 144

Your Shoes are Showing!



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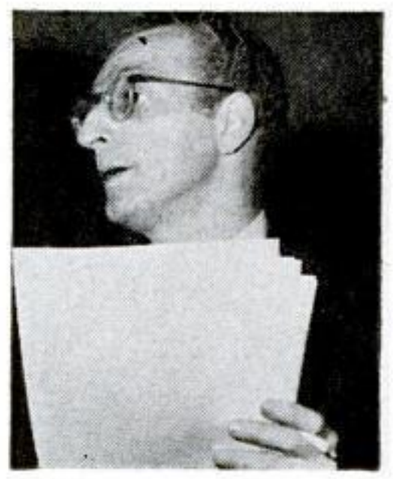
"Breakfast Club." Don McNeill has been a favorite waker-upper for over 15 years. Hear this merry package of comedy and songs Monday through Friday at 9 a. m.* (Swift, Philco, Toni Home Permanent)



"My True Story," radio's most popular morning dramatic show. Here are *real* people in absorbing real-life experiences. A *complete* true-to-life drama, every day Monday through Friday at 10 a. m.* (Libby-McNeill & Libby)



"Betty Crocker Magazine of the Air"—Expert food advice by General Mills' Betty Crocker. Features for the housewife on styles, beauty and better homemaking. Guest stars and audience participation. Mornings 10:25 a. m.*



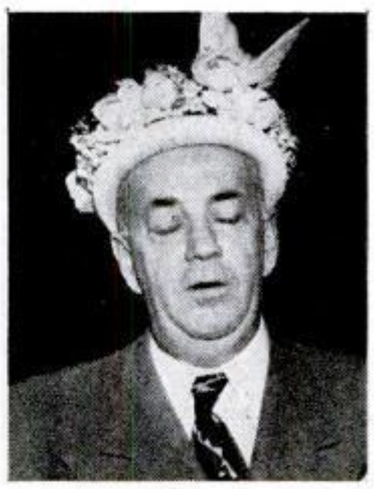
"The Listening Post" offers a complete story dramatization every Monday, Wednesday, and Friday morning at 10:45.* Brilliantly acted by top Broadway stars, including Everett Sloane (above). (Curtis Circulation Company.)



Dorothy Kilgallen, popular Broadway columnist, brings ABC listeners the latest news — and guests — from Hollywood and New York. Every Thursday morning at 10:45 a. m.* (Drāno & Windex)



"Club Time... For Thy Good Cheer." Famous people's favorite hymns beautifully rendered by George Beverly Shea and the Club Gospel Singers. Tuesdays at 10:45 a. m.* (Club Aluminum)



Tom Breneman (who else?) jokes with the ladies on "Breakfast in Hollywood"... and how his audience loves it! The favorite daytime show of millions. Weekdays, 11:00 a. m.* (Ivory Flakes, Kellogg)



Galen Drake gives you a little of everything: philosophy, short stories, historical sketches. Listening to Drake brightens your day—*and* your conversation. Monday through Friday, 11:30 a. m.* (Kellogg)



Ted Malone is one of radio's best-loved personalities. Listen twice to his colorful broadcasts and you'll be a fan too. Every Monday through Friday morning, 11:45 a. m.* (Westinghouse)



"Welcome Travelers." Where are people going? Host Tommy Bartlett intercepts travelers at Chicago's famous College Inn. Unusual, lively fun. Weekdays 12 noon.* (Crisco, Ivory Snow)



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HIS FALL WAS QUICK AND CRUEL

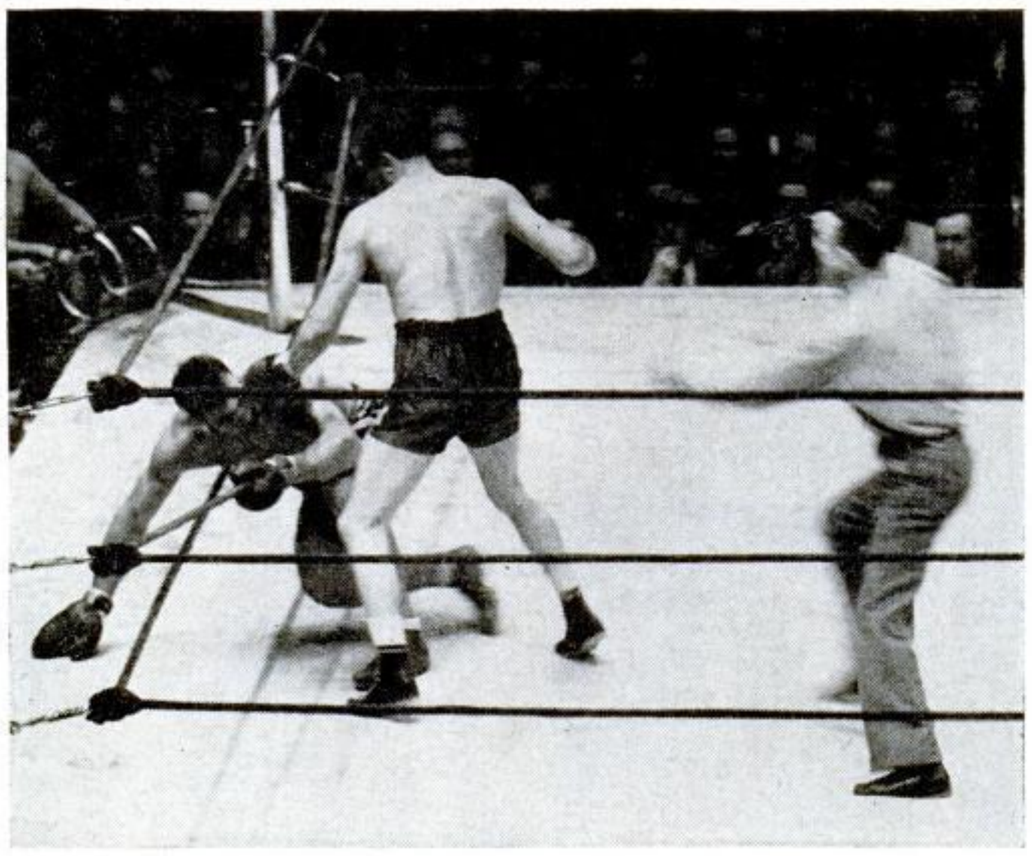
For one year Primo Carnera was the heavyweight boxing champion of the world. In the novel El Toro never did this well. Matched with the champion in the first fight not fixed for him, he was cut mercilessly to pieces and met his downfall. Carnera met his downfall against Baer, who all but knocked him out in the early rounds, then proceeded to toy with him contemptuously and mercilessly. But Carnera displayed enormous courage. He kept getting to his feet after knockdowns until the 11th round, when the referee stopped the fight. After this Carnera fought other bouts but he was through and his backers knew it. In his last fight—with Leroy Haynes (*bottom right*)—his seconds sent him into the ring without even bothering to give him his protecting mouthpiece.



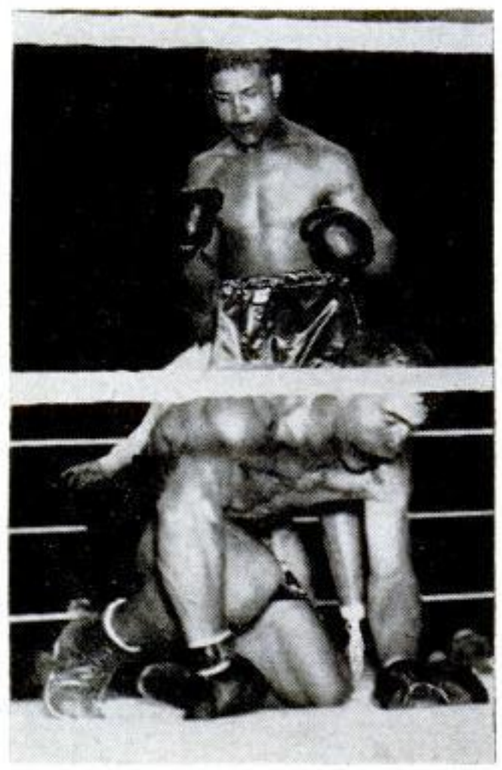
CARNERA'S BACKERS included Racketeer Bill Duffy (*arrow*), who was in jail at time of Carnera-Baer fight.



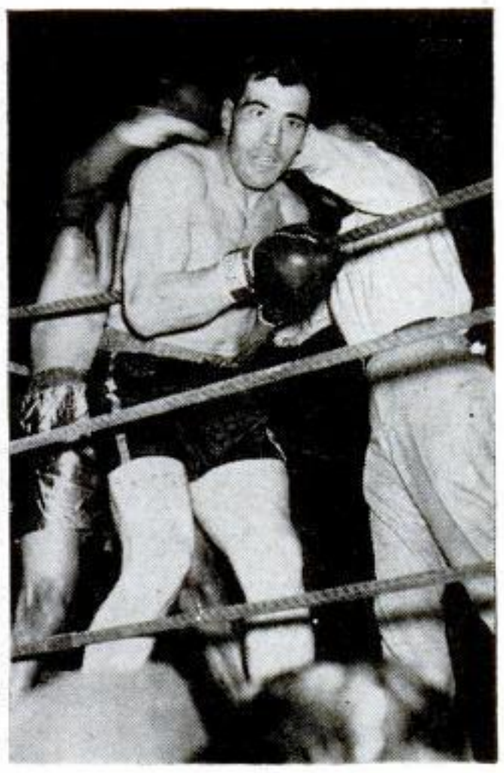
OWNEY MADDEN (*second left*), New York City's leading public enemy, ran Carnera from behind the scenes.



LOSING HIS TITLE in 1934, Carnera fumbles on the ropes while Max Baer gets ready to hit him again. Baer, regarded as a clown, knocked Primo down 10 times. Groggy, Carnera kept coming back for more, lost in the 11th round.



ON THE DOWNGRADE after the Baer fight, Carnera met Joe Louis, who coolly chopped him to pieces.



IN LAST FIGHT in U.S. in 1936 Primo was hurt by Leroy Haynes, whose punches partly paralyzed his left side.

CONTINUED ON PAGE 146

UP-AND-DOING SOONER AFTER ILLNESS

Read how an easy-to-digest food drink can help your body gain strength

When you're lying in bed after illness, operation or injury, you may not have much desire to eat and you may feel you don't need much. But this is when you need even more than the normal amount of protein food to repair tissues and regain strength.



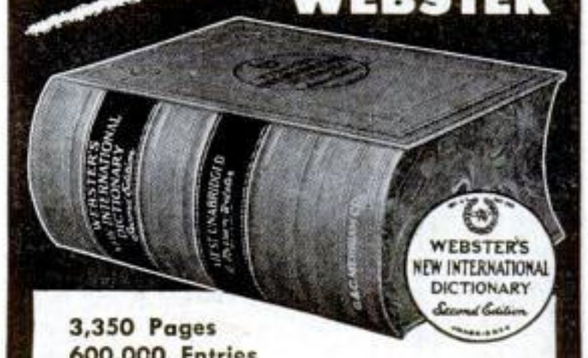
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Horlicks tastes so good even to jaded appetites. Yet it doesn't affect your zest for other foods because it digests so quickly. You'll enjoy every satisfying glassful. Your doctor will tell you that the Horlicks habit is a wonderful help to convalescents. Get the pound jar at your drug or food counter today. Horlicks Corporation, Racine, Wisconsin.

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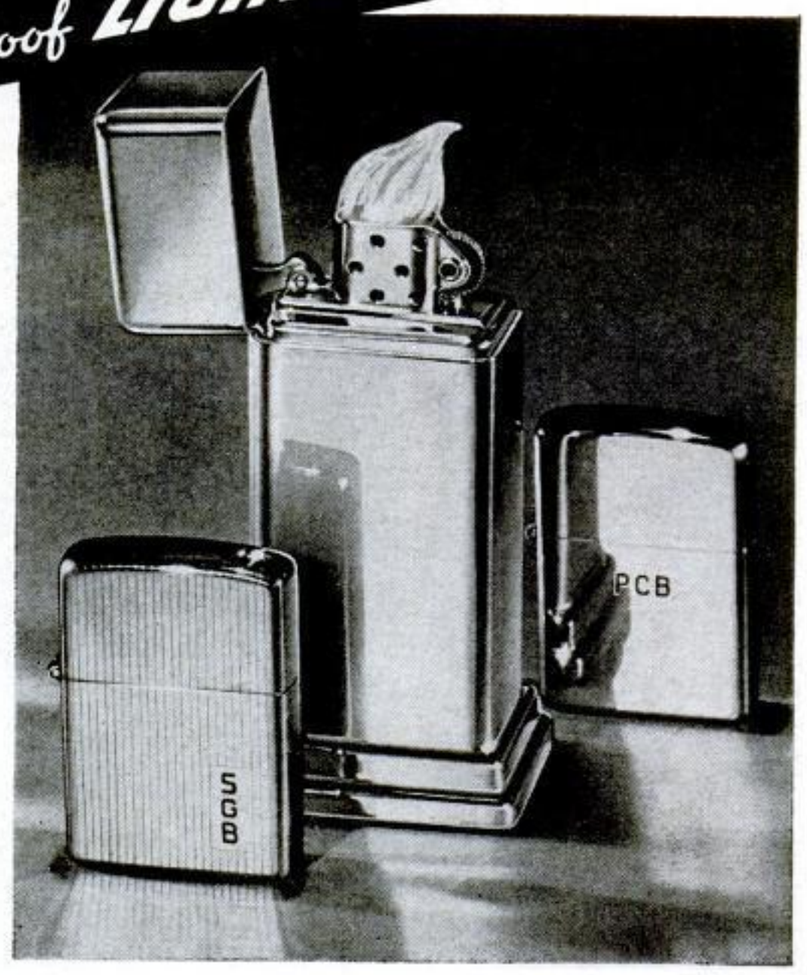
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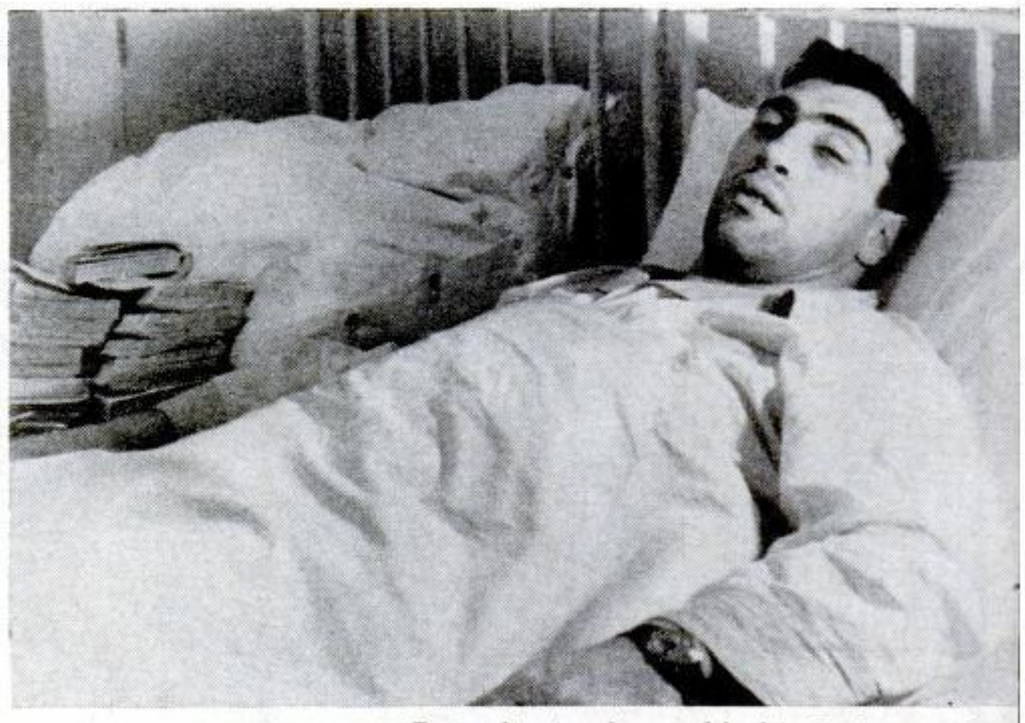
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HIS CAREER HAD HAPPY ENDING

Primo Carnera fared a little better than the fighter in Schulberg's novel, who is left at the end in a hospital, broke and abandoned to the devices of a scavenging boxing promoter. Carnera managed to keep a little money, although he got only $360 from the Sharkey fight, which grossed $300,000. Temporarily paralyzed, he went home and bummed around Europe. He married and had two children. Last year, fit and optimistic, he came back to the U.S., this time as a professional wrestler. Since wrestling today is more a freakish sideshow than a sport, Carnera seems to be happy in his new role and will probably be very successful.



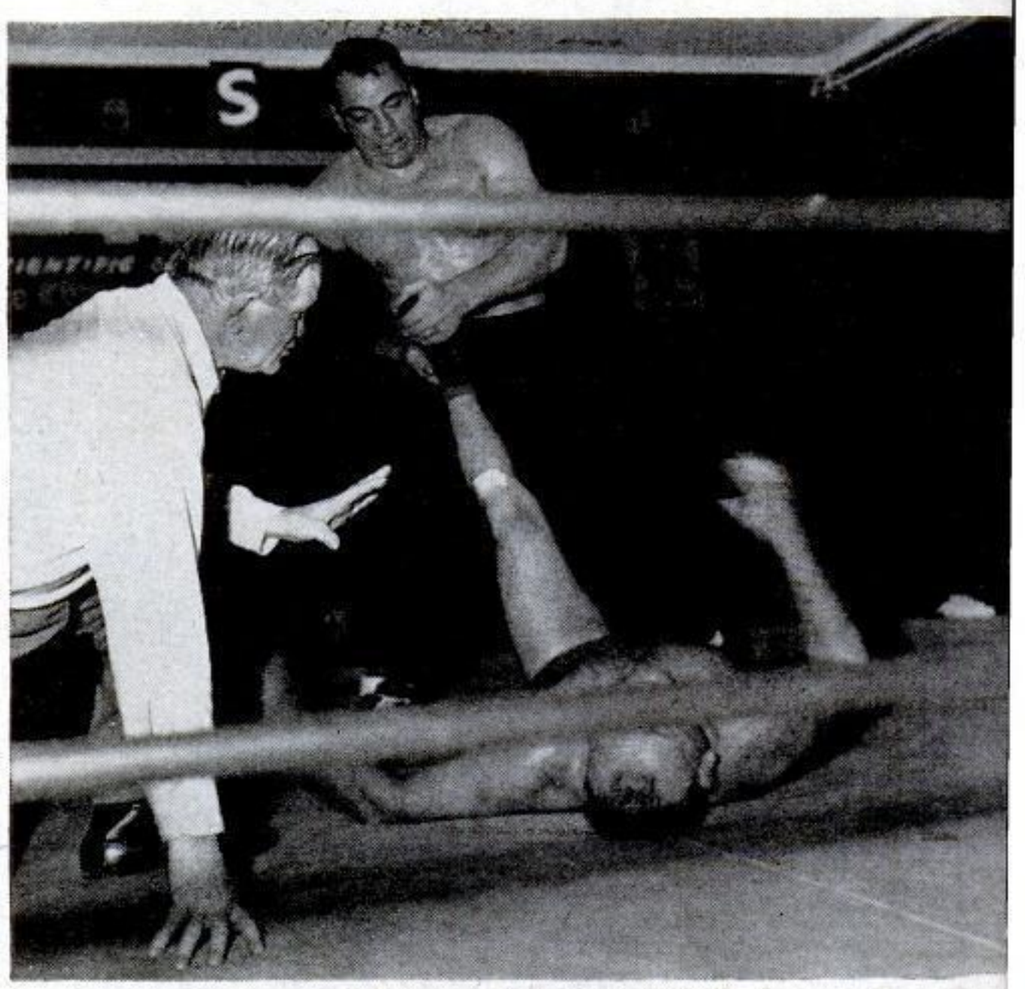
WEAK AND PENNILESS, Primo lies in a hospital bed in Budapest, where he had contracted to fight. A breach-of-promise suit by an English waitress had tied up his $42,000. After claims were settled he was left with $16,000.



CARNERA MARRIED a local girl when he got back to Sequals, Italy. He stayed at home during the war.



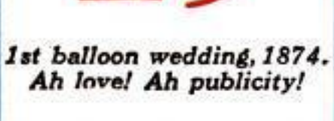
HIS SON, Umberto, was born i 1940. Here he holds the baby in g gantic hands. Later he had a daughte



A WRESTLER TODAY, Primo is back in the U.S. He hopes to become o of the wrestling champions of the world. In spite of his fierce grimaces a threatening roars, he is good-humored, kind and gentle. The fans love hi

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S	M	T	W	T	F	S
			1 *Special Delivery est'd., 1885. Sign here, please!*	 2 *First Pan American Conference, 1889. Amigos!*	3 *Miles "Speak for me, John" Standish dies, 1656.*	 4 *First dirigible-balloon race, 1909. What speed!*
5 *Kinsey adds new pleasure to Old Fashioneds!*	6 *Balloon attempt to cross ocean fails, 1873.*	*Lan... 1903:*		*Fire, ...t cow!*	 10 *California adopted women's suffrage, 1911.*	11 *Theo. Roosevelt first president to fly, 1910.*
 12 *Columbus discovers America in..uh..er..uh...*	13 *White House cornerstone laid, way back in 1792!*	*A Kinsey O... Don't m...*		*...n raids ...rry, 1859.*	17 *Burgoyne surrenders, 1777 Going, going, goyne!*	 18 *U. S. takes formal title to Alaska, 1867.*
19 *1st balloon wedding, 1874. Ah love! Ah publicity!*	 20 *Only 56 shopping days till Dec. 25!*	2... *Incandescent... invented by Edis...*		3 *...outs Rommel ...lamein, 1942.*	 24 *Fox-hunting season opens. Yoicks!*	25 *Geo. Washington Bridge in N.Y.C. opens, 1931.*
 26 *First mule imported into U.S., 1785, Hee-haw!*	27 *1st N.Y. subway starts packing 'em in, 1904.*	 28 *Statue of Liberty unveiled, 1886.*	29 *Bottom falls out of Stock Market, 1929. Oops!*	30 *Adams, 2nd Pres., born 1735. After you, George!*	 31 *An old-fashioned spirit has a happy Hallow'een!*	

Copyright 1947 Kinsey Distilling Corp.

The best Old-Fashioneds are, you'll find The mellow, made-with-Kinsey kind!

Cool, crisp October is the ideal month to make like Columbus and discover just how wonderfully heart-warming Kinsey Old Fashioneds can be. Here's how:

½ lump sugar . . . 2 dashes bitters . . . add enough water to cover sugar and muddle well . . . 2 oz. of mild Kinsey Whiskey. Stir well. Add ice cube, lemon rind, slice of orange, lemon and a cherry.

Lots of smart people have already discovered that superbly smooth, flavor-full Kinsey makes *any* drink taste better. Try it for yourself and see!

KINSEY

SINCE 1892

the unhurried whiskey



for unhurried moments



GOLD LABEL Rich, Full-Bodied

SILVER LABEL Light, Mellow

BLENDED WHISKIES: *Gold Label—86.8 Proof, 65% Grain Neutral Spirits. Silver Label—86.8 Proof, 72½% Grain Neutral Spirits. Kinsey Dist. Corp., Linfield, Pa.*

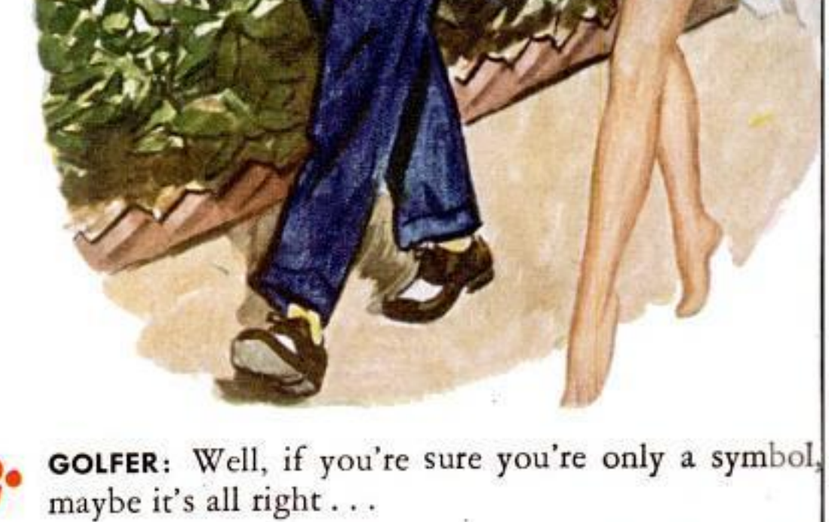
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"Pardon me, Gentlemen, where's the 19th hole?"



1. **GOLFER:** Sorry, young lady, the 19th is for men only. I *don't* think the House Committee would approve—

PSYCHE: Oh, *they would!* You see, I'm Psyche, symbol of America's *finest mixer!*



2. **GOLFER:** Well, if you're sure you're only a symbol, maybe it's all right . . .

PSYCHE: All right? Why, it's wonderful! Don't you know that White Rock's mineral tang brings out all the subtle flavor of drinks—and its alkaline effect helps you feel better next morning?



3. **GOLFER (Early next morning):** Ah, there you are, Psyche! Those drinks were delicious yesterday—and I've never been in better form than today. Say, how'd you like to become an honorary member?

PSYCHE: I can't do that. But you can join *my* club. All you have to know is the password: "Don't say soda, say White Rock!"



Look for Psyche, symbol of America's finest mixer

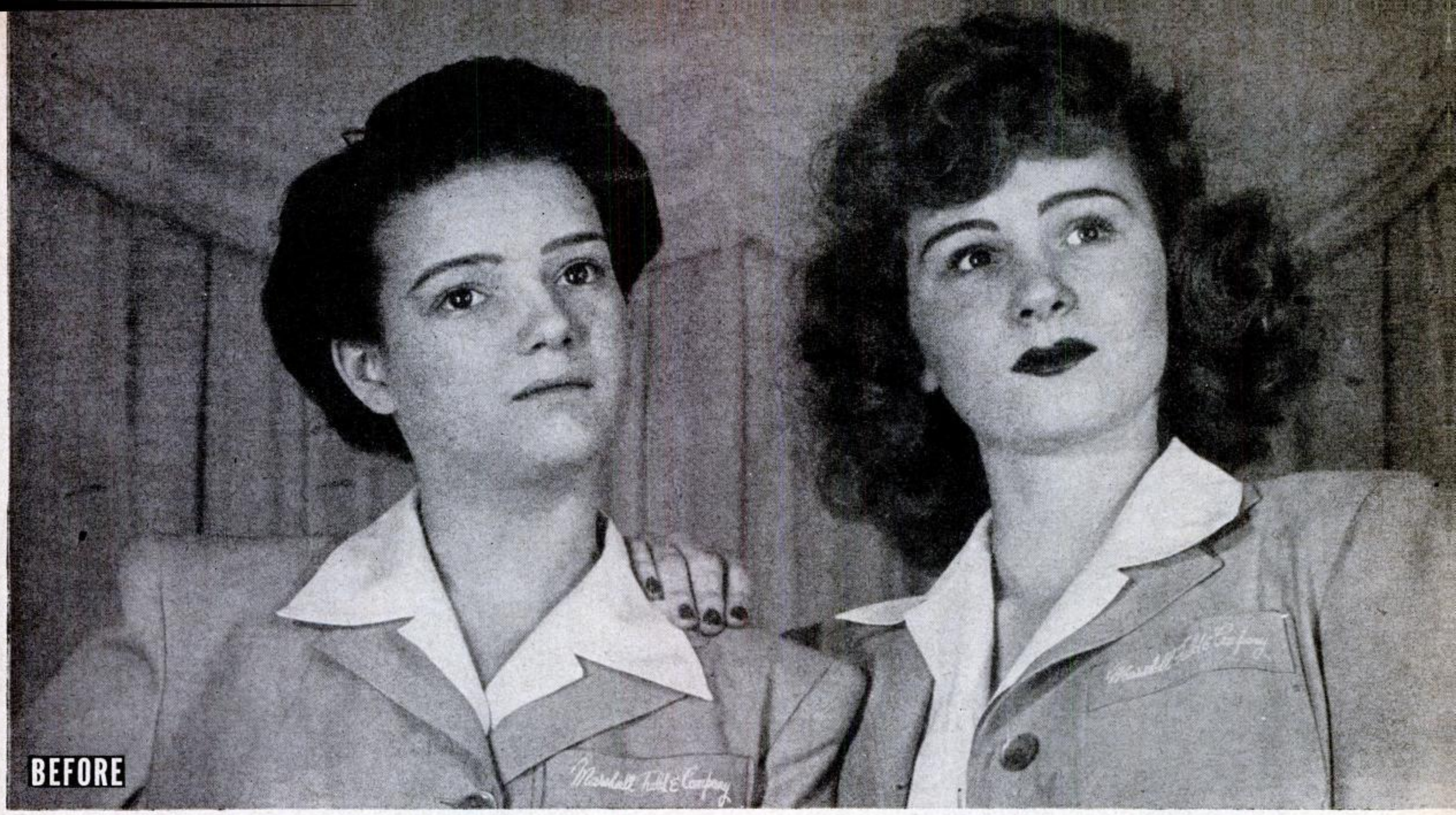
White Rock

Sparkling Water



KEEPS YOU SPARKLING, TOO!

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BEFORE ENTERING CHARM SCHOOL JUNE WAHL (LEFT) HAD AN UNINSPIRED HAIRDO, NO LIPSTICK. ANN VRATARICH WORE TOO MUCH MAKE-UP AND LOOKED UNTIDY

STORE PRETTIES UP ITS ELEVATOR GIRLS

Operating on the theory that a pretty face catches more customers than a drab one, Marshall Field & Co., Chicago's biggest department store, recently decided that its elevator girls could do with a bit of glamour. Twice a week a small group of operators leave their high-powered lifts and are sent to be kneaded, pummeled and painted in a flossy charm school in the Loop. During their eight-week course the girls not only learn where and how to take off unflattering bulges and how to blend a powder base into the hairline but also how to walk, sit and operate the elevator cars decorously. They are also taught to enunciate clearly merchandise items like "lingerie, bric-a-brac and budget millinery." The results, while they have not perceptibly increased the store's sales, have made the operators happier and more beautiful (*above and below*). Indeed they are hopeful of following in the footsteps of a distinguished Marshall Field alumna, Mary Leta Lambour, who was discovered in the store by a movie scout. She is now known as Dorothy Lamour.

AFTER THE CHARM-SCHOOL COURSE JUNE (RIGHT) HAS HAD HER HAIR LET DOWN WHILE ANN'S IS NOW NEATLY UPSWEPT. BOTH NOW USE LIPSTICK CORRECTLY

CONTINUED ON NEXT PAGE

Bring out the Beauty in your hair



Use the Comb that Experts use



Experts in hair care—skilled hairdressers and master barbers—for years have favored ACE hard rubber combs.

Look for "ACE"

Your guarantee of a hard rubber comb at its finest.

Individually Boxed

Comes to you sanitary, factory-fresh.

Choose the Ace Combs your family prefers from many sizes and styles displayed in this cabinet. Look for it at your favorite drug or department store.

Slip an Ace Comb out of its box and see for yourself why experts prefer it. Note it is made of gleaming, durable hard rubber — safe, sanitary miracle comb material. Observe its evenly spaced teeth, so carefully rounded and polished. Now run the Ace through your hair — feel how easily, gently, **beautifully** it combs. Next time be **sure** and ask for Ace.

ACE

HARD RUBBER

Combs

A Quality Product of
AMERICAN HARD RUBBER COMPANY

CORRECT STANDING POSITION (*right*) of an elevator operator should be straight and modest, not too breezy, with body bent and leg in the air (*left*).





CORRECT BENDING POSITION (*right*) is shown by an instructor. Knees should be bent and body lowered. Stooping from the waist (*left*) is undignified.



ELEVATOR STAFF at the Marshall Field store, neatly aligned at their stations with the starter (*left*), shows the chic results of their "glamourizing."

CONTINUED ON PAGE 152



When your date
says "No" to woo
Because bad breath
has gotten you,
Just chew B-Wise,
and then, "By Gum,"
You'll surely find
your fun's begun!

FOR *Kissable Breath...*



5¢

© G. P. INC. 1947

REFRESHES THE BREATH...
AFTER ONIONS, ALCOHOL, TOBACCO

GUM PRODUCTS, INC.
East Boston 28, Massachusetts

a real . . .
LONE RANGER
JACKET for me



Irvin Foster
Sportswear

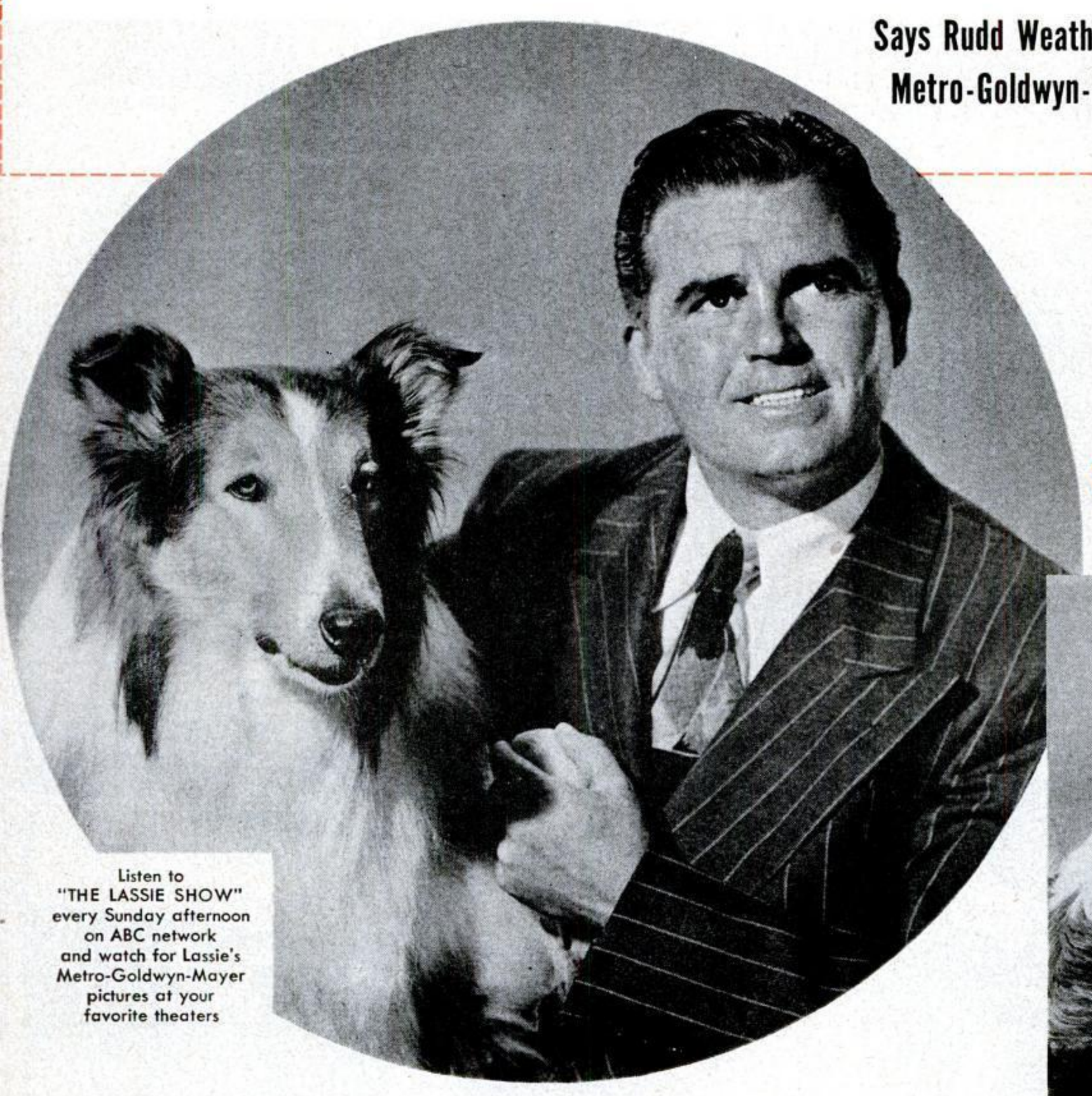
Yes, sirree! Genuine Lone Ranger jackets and sweaters . . . they're perfect for school.
Sold at leading youth and department stores.
For the name of your nearest dealer, write to

IRVIN FOSTER SPORTSWEAR CO., INC.
Kensington Ave. & Ontario St., Phila. 34, Pa.

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"Lassie's health and happiness depend on good food"

Says Rudd Weatherwax, owner and trainer of Metro-Goldwyn-Mayer's famous Collie star



Listen to "THE LASSIE SHOW" every Sunday afternoon on ABC network and watch for Lassie's Metro-Goldwyn-Mayer pictures at your favorite theaters

"So I Feed Lassie Canned Red Heart 3-Flavor Dog Food*"



Lassie Gets What She Needs From Red Heart

Yes, Lassie *gets* everything she needs from Red Heart to take strenuous screen assignments in stride! You see, improved canned Red Heart contains all the food elements that a dog needs every day to build and maintain vigorous health. Proteins are especially vital to dog health—and Red Heart contains high-quality proteins, made up of adequate quantities of all 10 essential Amino Acids.

Lassie *retains* all she needs from Red Heart for vital energy, strong teeth and bones, and a beautiful coat. Morrell research has put the nutritional elements into such perfect balance that a dog *gets more* out of Red Heart, *retains more* and *wastes less!*

Lassie *loves* to eat Red Heart because it comes in 3 different, delicious flavors: beef, fish and cheese. Remember, only the flavors differ. All 3 diets contain the same Federally-inspected moist meat and wholesome meat by-products. Fed in rotation, they provide the mealtime variety dog appetites crave.

Help *your* dog to vital health, real happiness. Switch him today to ready-to-serve Red Heart 3-Flavor Dog Food!

*A Product of JOHN MORRELL & CO., MEAT PACKERS, General Offices, Ottumwa, Iowa

RED HEART



INSPECTED AND CERTIFIED BY U.S. DEPT. OF AGR. AS A NORMAL MAINTENANCE DOG FOOD

3-FLAVOR DOG FOOD



SPECIAL OFFER

Wall-Fold Can Opener

ONLY 25c and 3 Red Heart labels

ACTUAL $1.00 VALUE! A handy wall-fold can opener—quick, clean-cutting! Folds out of the way! Detachable for cleaning! Hurry—bargain offer is limited. Just mail 25c (in coin) and 3 Red Heart labels (one from each diet: A, B, and C) to Dept. A1. John Morrell & Co., Ottumwa, Iowa.

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...r live in it!

...lligator GALECLOTH

All-'round protection from chill, wind and rain!



Soft . . . Luxurious . . . Light Weight

Just slip into a Galecoat—it's so light on the shoulders, so handsome, so practical for any weather! The combination of Alligator's exclusive water repellent finish and tightly woven Galecloth gives you honest-to-goodness protection! Value, too!

$17.50

Other Alligator Rainwear $10.50 to $36.50

BETTER DEALERS FEATURE:

ALLIGATOR *Rainwear*

because...IT'S SURE TO RAIN!



The Alligator Company • St. Louis • New York • Los Angeles



REDUCING EXERCISES include rolling on inflated beach balls, calisthenics and homework with a rolling pin. One girl lost 35 pounds during the course.



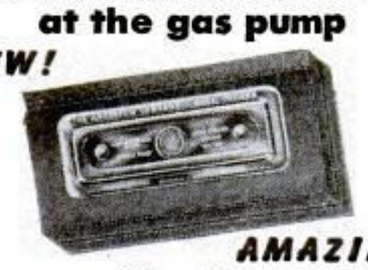
NEW HAIRDO for Operator Ann Vratarich is skillfully swept up by an expert. The charm school also reshaped her eyebrows and the curve of her lips.



DICTION DRILL teaches the girls to announce floors and merchandise and answer questions from the store's customers in distinct, well-modulated tones.

ANCO† SPEED PAD‡ gives you a TRULY CLEAN WINDSHIELD at the gas pump

NEW!



AMAZING!

Removes . . . swiftly and gently . . . from your windshield . . . all stubborn film, bug smear and other obstructions to safe driving vision. Uses only water . . . no chemicals. Leaves glass film-free...and crystal clear. Eye strain...FILM FATIGUE...a serious driving hazard. GONE!

DON'T BLAME YOUR GAS-PUMP MAN!

Sure . . . he knows how your nerves jangle . . . while your eyes strain through that ghost-like film that grows on your windshield. He knows how that film blurs dangerously under your windshield wiper in the next storm. He has tried hard to clear it . . . to please you . . . using the best he has had . . . up to now . . . to work with. Maybe your gas man is discouraged . . . hasn't seen ANCO Speed Pad . . . thinks FILM can't be whipped . . . quickly and completely. You can't blame him for that.

WHO tells HIM?

After all, YOU have a lot to gain . . . in safety and in restful driving comfort. So why not YOU tell HIM . . . about this amazing new ANCO year-round device? Show him this ad. He'll win friends...with Speed Pad.

Yes . . . he can get . . . from his ANCO distributor . . . an extra ANCO Speed Pad . . . for your own convenient use . . . in cleaning your windshield . . . or your windows and mirrors at home. And he can equip your windshield . . . quickly . . . NOW . . . with keen new ANCO Wiper Blades and Arms . . . to KEEP that windshield CLEAN . . . in storms ahead. Get yours today!

May save you a costly smashup!

†Trade Mark Reg. U. S. Pat. Off.
‡Trade Mark of—The Anderson Company

Quality Protected Under Fair Trade Laws
ANCO Patented Products—Patents Make Jobs

THE ANDERSON COMPANY
Established 1918
GARY, INDIANA

Now Available for ALL makes of cars...

GLOSTEX* Trade Mark

AUTO SEAT COVERS *A Triumph in Plastics*



DEALER INQUIRIES INVITED

Territories still open for high caliber salesmen

No other seat cover gives you ALL these features:

• Permanently waterproof • "wears like iron" • easily cleaned with a damp cloth • acid, oil, and grease resistant • your choice of lovely colors that won't wear off or fade • sizes to fit your car • exclusive design, double stitched contrast-color piping on all seams • "the aristocrat of seat covers."

also famous "EMPRESS" Fibre Seat Covers, entire trim of plastic-coated "GLOSTEX" styling.

at your dealer or write

*"RD 1947"
(Can) also other pats. pend.

GLOSTEX PRODUCTS, Inc.
2485 Milwaukee Ave., Dept. L2, Chicago 47, Ill.

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They drank to Daniel Webster...who had spread the fame of James Crow's whiskey

A dinner was given to honor Daniel Webster, in 1837, at Versailles, Ky.—not many miles from where James Crow distilled his famous whiskey. Crow's whiskey was especially appropriate for this occasion, for it is known that Webster held it in the highest esteem.

UNDER SUPERVISION OF U.S. GOVERNMENT ★ BOTTLED IN BOND

THOSE IN THE KNOW—ASK FOR



OLD CROW



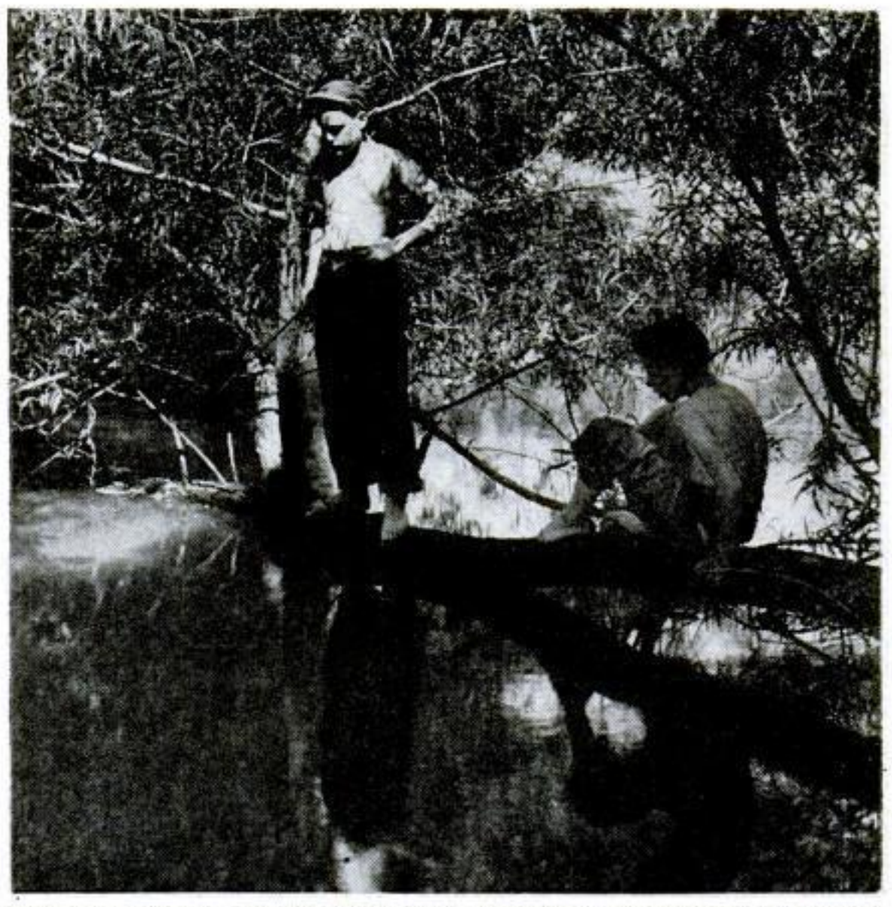
KENTUCKY STRAIGHT · BOTTLED IN BOND

A Truly Great Name

AMONG AMERICA'S GREAT WHISKIES

Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Products Corporation, New York

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PRES WATCHES AS MAC FISHES FOR BASS IN BUFFALO CREEK

What I Did On My Vacation

Two boys get ready to write a school composition about their summer

Inevitably when they get back to school American kids have one particularly dismal chore. They have to write a composition entitled, "What I Did On My Vacation." Recalling the summer is difficult as well as sad because in a schoolchild's memory vacation is a warm and wonderful blank, spent mostly in just fooling around.

A couple of weeks before school opened for "Pres" Lewellen and "Mac" Fry of Louisiana, Mo. LIFE Photographer Alfred Eisenstaedt went out to illustrate the composition they would have to write. Pres obligingly wrote the headline for the story (*above*). Pres (for John Preston) and Mac (for James McCune) are both 12 years old and have been playing together most of their lives. Their town, which is on the Mississippi 75 miles up from St. Louis, is a first-class place to fool around in. The river's side channels are full of catfish, its inlets full of swimming holes and frogs. The farms on the flatland back of the river provide easy-going horses for bareback feats and barns for hayloft acrobatics. Pres had a job delivering the semiweekly local paper and Mac rode the route with his friend when he had nothing else to do. Plenty of times the boys just lay around getting into outlandish arguments and bets. "Two bits you can't hang by your knees," Pres would say. "A dollar I can," Mac would answer. "A hundred dollars you can't." And so on until the bet was up in the billions and the argument wore itself out in the long laziness of the summer day.



ON A FISHERMAN'S HOUSEBOAT IN DEAD SLOUGH



ON A FARM owned by Mac's father the two boys ride an amiable horse while farmer's children watch. Pres, a less experienced rider, had to sit behind and hang onto Mac. Afterward they curried Lady for almost an hour.



CLIMBING A GRAPEVINE, Mac tries to go up hand over hand. He tried even harder when Pres laughed.

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HE BOYS GO JUGGING FOR CATFISH. THEY TIE THEIR FISHING LINES TO JUGS AND HAUL THEM IN WHEN THE JUG BOBS IN THE WATER. THAT DAY NOT A FISH BIT



W A SWIMMING HOLE the two boys splash each other. When Mac splashed too urd Pres splashed harder. They almost got into a fight but then Mac fell off the log.



FROG GIGGING in the pond behind his house, Pres carries a spear and flashlight. "Hey, Mac, there's one," he yells. But when he caught it, it turned out to be a crawfish.

CONTINUED ON NEXT PAGE

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A Mind Gets Hungry, Too

You've probably sent food to your friends and relatives overseas. That was a thoughtful gift, and a much appreciated gift. *But a mind gets hungry, too* . . . hungry for a picture of the world outside one small, perhaps pretty grim corner of the globe. And you can imagine the news-hunger that years of occupation or shortages in transportation or currency have built up in so many countries. Imagine the deep and continuing pleasure of receiving regularly the exciting view of the world that only LIFE's cameramen and writers can give.

Letters like these, which come in almost every day, tell the story . . .

from BELGIUM: *"Getting LIFE after all these years is like having the windows opened again, and the sunlight streaming in once more . . ."*

from NEW ZEALAND: *"LIFE tells us so much about America. We were fond of a country we scarcely knew; we are proud to say we are still fonder of it now that we know it a little better."*

from BRAZIL: *"LIFE's articles will do much to make people everywhere better informed about the world. My whole family reads it. In fact, the day it comes we hold a family lottery to see who reads it first!"*

from FRANCE: *"Can you send me my first LIFE at once? You'll never know how I have been starved for your magazine!"*

To satisfy this need for LIFE a fortnightly International edition has been especially set up to travel quickly around the globe. In this way your friends can enjoy, in the coming months, a close-up view of peoples and places in all nations. Though they be far away, your friends can see, in the extensive picture features on the U. S. A., how *you* live day by day under our democratic institutions.

AND YOUR GIFTS WILL BE ECONOMICAL, TOO, FOR THIS MONTH WE ARE MAKING AVAILABLE TO LIFE's READERS A SPECIAL LOW PRICE GIFT RATE ON LIFE INTERNATIONAL OF NINE MONTHS FOR ONLY $5.25

If you would like to give an understanding of the U. S. A. and its ways to many others, in addition to your friends, you can send the magazine, at this special low price, to a school or public library where hundreds can enjoy each copy. If you prefer, LIFE will select the school or library in a country of your choice.

to help you help a hungry mind—

here is a coupon that can be filled in quickly.

LIFE ***International*** *540 North Michigan Ave., Chicago 11, Illinois*

☐ *Please send LIFE International to*

Name_____
(Please print)

and complete address_____

☐ *AND send a gift subscription* ☐ *in my name* ☐ *anonymously*

to a war-devastated school or public library to be selected by LIFE,

*in these countries*_____

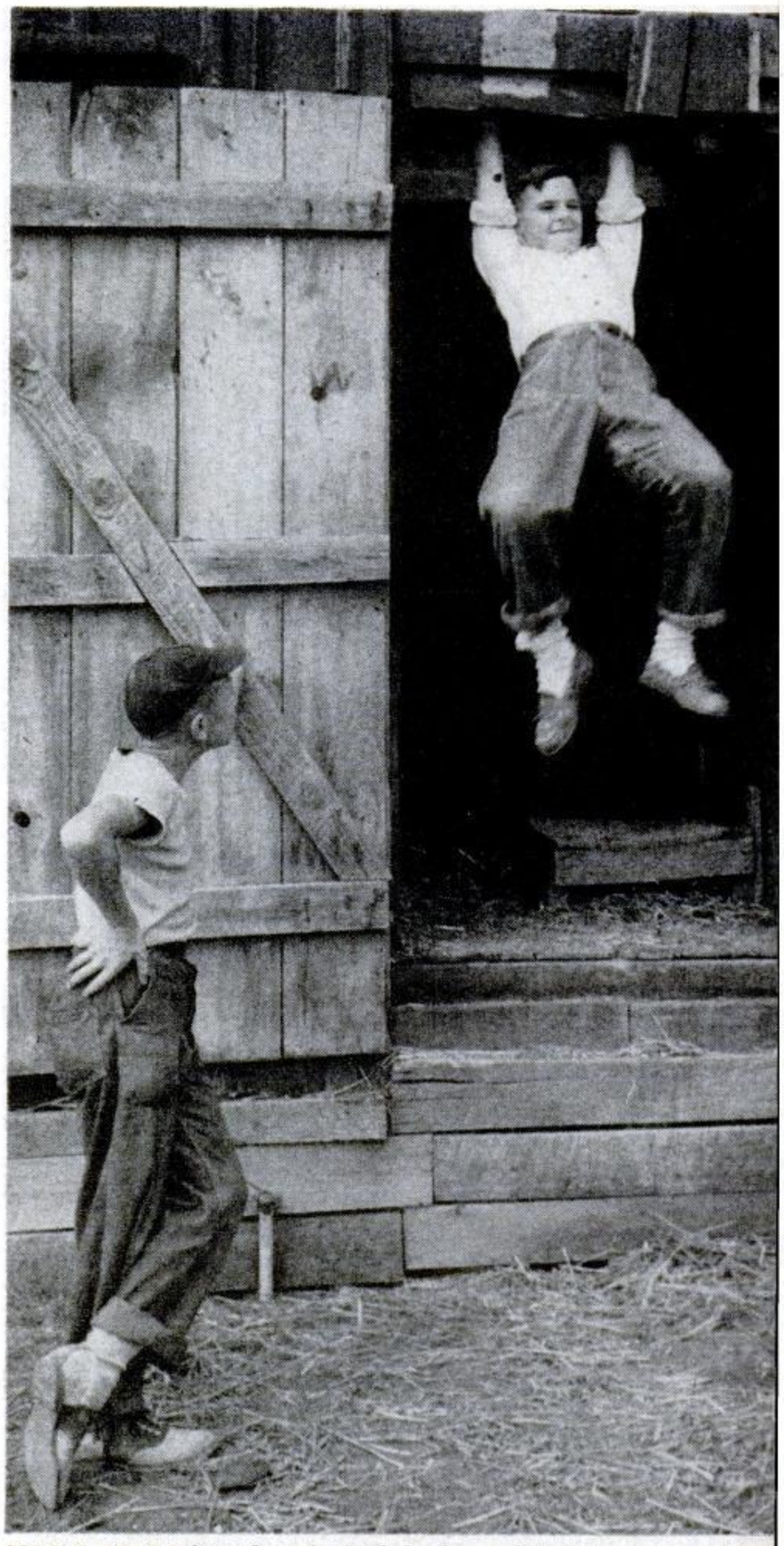
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☐ I enclose_____ ☐ Please bill me



MAC SWINGS down from the hayloft of one of his father's barns. His f ther, a retired lawyer, owns seven farms, "five good ones and two hick ones



PRETENDING TO DRIVE the tractor, Mac shouts, "Hey, look out, here come!" and makes clanking noises. Pres (*right*) and farm kids watch tolerantl

CONTINUED ON PAGE 1

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Very personally yours

Away you go and your heart has wings — that carry you back to your very first ride on a dashing pink-and-gold charger! How you gripped those reins, wide-eyed . . . remember? Flying to a wonderland so *very personally yours?*

You've never outgrown your gift for keeping life gay with many interests. You've learned many ways to outwit care . . . never forgetting that problem days need *be* no problem, with Kotex — the napkin made to stay soft while you wear it.

Further, your confidence never fails you. How could it — when the flat pressed ends of Kotex prevent revealing outlines. When that exclusive safety center insures protection you can trust. And when Kotex alone gives you a choice of Regular, Junior and Super — to meet your special needs.

So many good reasons why you and most women choose Kotex. To help you find the young fun and laughter that are *very personally yours.*



More women choose Kotex*
than <u>all</u> other sanitary napkins

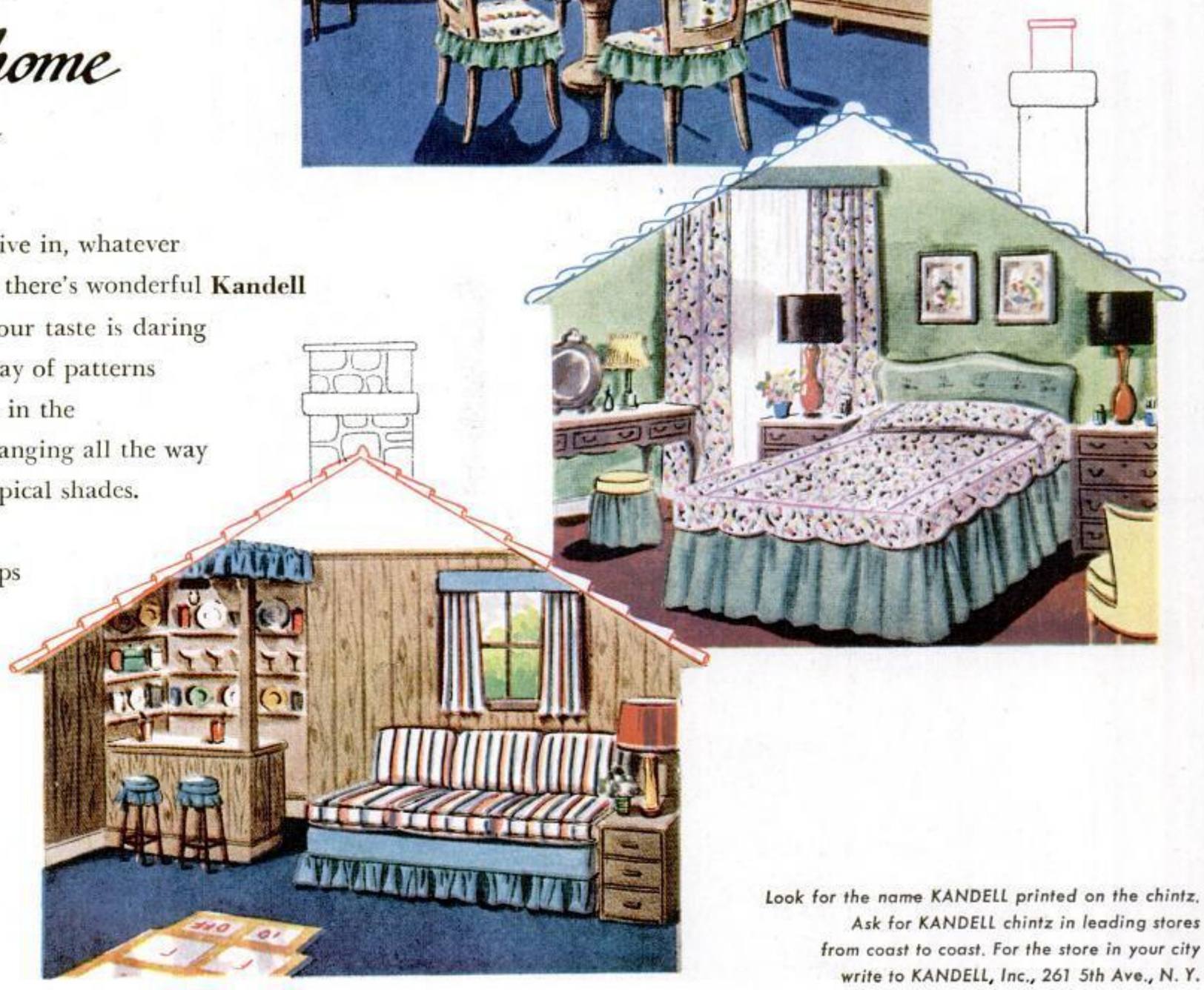
To make the most of the comfort Kotex gives you, buy a new Kotex Wonderform Sanitary Belt. Adjustable, snug fitting, all-elastic.

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For every room for every home for every budget

Whatever the size of the house you live in, whatever the size of the budget you live by . . . there's wonderful **Kandell** Chintz to fit the picture. Whether your taste is daring or traditional, there's an exciting array of patterns to choose from for every single room in the house! And you'll find color effects ranging all the way from tranquil pastels to brilliant tropical shades. All **Kandell** Chintz is colorfast, in that fine Everglaze finish that keeps its lovely brand new look! Full yard wide. **$1.39** a yard.



Look for the name KANDELL printed on the chintz. Ask for KANDELL chintz in leading stores from coast to coast. For the store in your city write to KANDELL, Inc., 261 5th Ave., N. Y.

KANDELL *Chintz* ÉVERGLAZE

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GRANDPA'S SKELETON, used in medical studies by Pres's grandfather, angs in garage. The boys like to make it dance. This afternoon Mac played "This little toe went to market" on skeleton which lost two toes in the process.



PICKING AT THE PIANO, the oys work out a patriotic song. Both f them take lessons and play nicely.



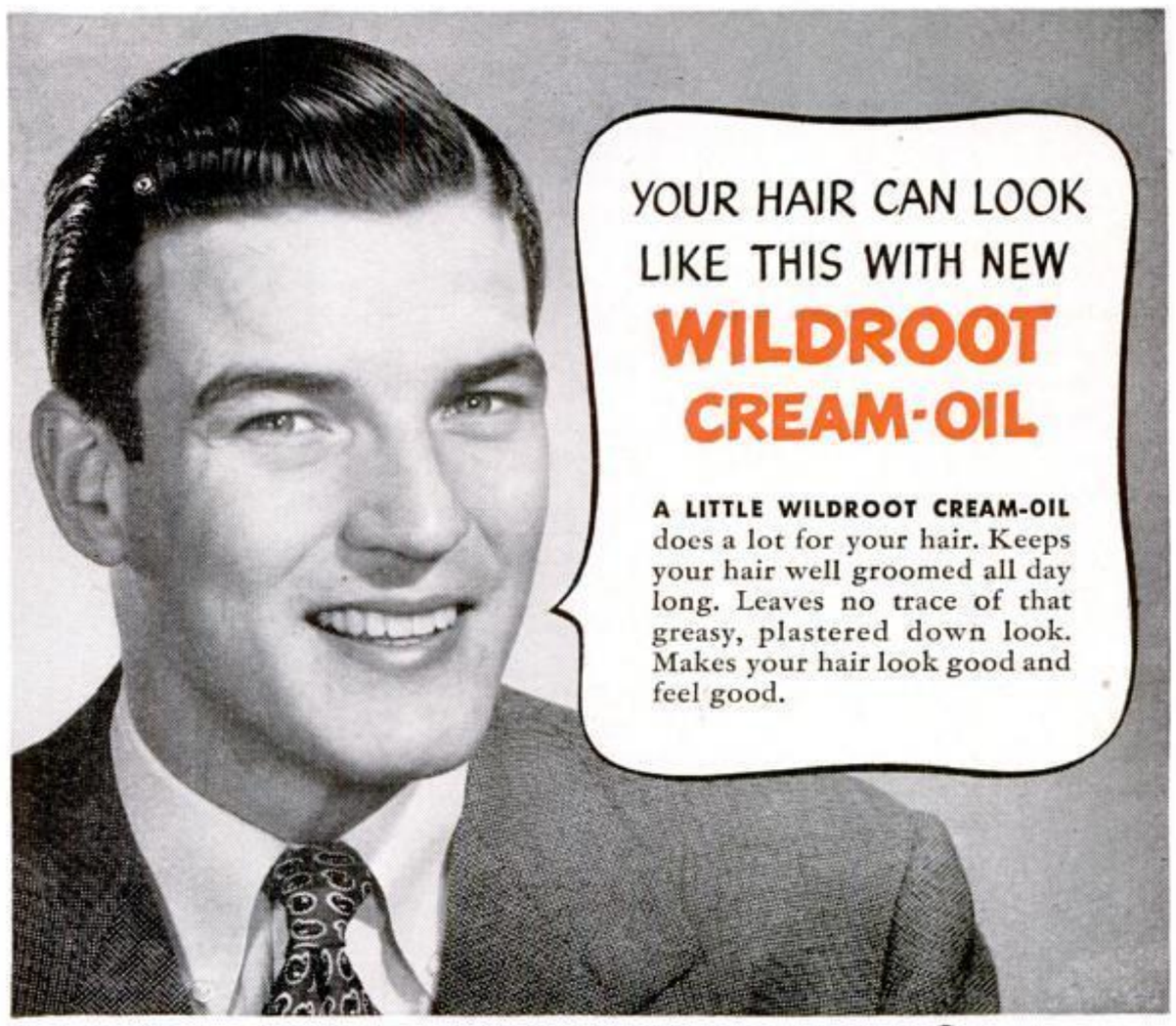
TRUMPET PRACTICE is more bearable for Mac if he can do it in yard. The neighbors hardly ever complain.



CHORES are to be avoided, especially hanging up clothes. When Pres was aught, Mac nobly helped out. Pres kept reminding his mother he could not ang shirts properly but she said he wasn't going to get away with that excuse.

CONTINUED ON NEXT PAGE





NON-ALCOHOLIC
CONTAINS
LANOLIN!
GROOMS THE HAIR
RELIEVES DRYNESS
REMOVES LOOSE DANDRUFF



AGAIN AND AGAIN the choice of men who put good grooming first—that's Wildroot Cream-Oil. No wonder 4 out of 5 new users from coast to coast said they preferred it to any other hair tonic they have used before. Ask for it at your barber or drug counter.

IMPORTANT: *Smart women use Wildroot Cream-Oil for quick grooming and for relieving dryness. Wildroot Cream-Oil is excellent for training children's hair!*

TUNE IN ... *TWO NETWORK SHOWS!* "The Adventures of Sam Spade" Sunday evenings, CBS Network; "King Cole Trio Time" Saturday afternoons, NBC Network.

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This Exciting New Candy is Making Candy History

Brach's Chocolate Party Mix



Great for entertaining— Grand for a family treat

HELP YOURSELF to the finest candy that ever satisfied a nation's sweet tooth — Brach's Chocolate Party Mix! Its new *bite* size and superior quality make it the perfect choice for parties!

● **All nine delicious centers** are coated with bittersweet or milk chocolate—made from Ecuadoran and Venezuelan cocoa beans blended in Brach's own chocolate mills.

● **Brach's Chocolate Party Mix** is truly the best money and skill can produce. Try it! Every one-pound box contains *185* wonderful pieces!

Brach's *Chocolate Party Mix*

THE PERFECT CANDY FOR SMART ENTERTAINING



AT THE TOWN CARNIVAL the boys excitedly follow the parade dow Georgia Street. They caught peaches thrown by girls from the floats, whistl at Mac's cousin, who had been elected "The Sweetheart of the Mississippi



VACATION IS OVER for Pres and Mac when they come to Eugene Fie School and are greeted by Miss Emma Naxera, principal, a kind and frien ly lady who is nevertheless the stern and certain harbinger of summer's en

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FOUND IN GUATEMALA . . .

The OLDEST RECORDED DATE *in American History*



ONE OF THE most exciting "detective stories" of all time has been solved! . . . The written system by which the ancient Mayas (of Mexico and Guatemala) dated their monuments and temples *can now be read!* THIRTEEN CENTURIES BEFORE the Pilgrims landed at Plymouth Rock (1620), the piece of jade shown above was carved. The date, reading in dots and bars from top to bottom at the left, is A.D. 320. In only a few hours, Pan American World Airways will fly you direct to Merida (not far from the famous Maya temples of Chichen Itza) and Guatemala . . . from New Orleans, Houston, Miami, Brownsville, Nuevo Laredo or Los Angeles.

The antiquity of the "Leyden Plate," shown above, has been authenticated by leading archaeologists in the United States. It is now in the Rijksmuseum voor Volkenkunde at Leyden, Holland.



In Guatemala Today you'll find one of the most modern airports in all the Americas (above) . . . And —ready to serve you—Pan American flight crews who share in a 20-year record unequalled in world air transport . . . "A great tradition makes you our guest."



It's Spring, Now, in Buenos Aires! . . . And look at the two places set and waiting for you (above) to enjoy some of the best baby beef in the world! Remember, when it's *winter* here, it's *summer* in Argentina! —Now only 32 hours by Flying Clipper from Miami.

Call your Travel Agent today . . . start planning your winter vacation now!

World's most experienced Airline



World-Famous Harbor of Rio . . . Just as you'll see it from your hotel room. The park in the foreground is typical of many in this great city of almost 2,000,000 inhabitants . . . And, across the blue bay, there's Sugarloaf Mountain in the background! . . . **See your Travel Agent or the nearest Pan American office for rates and reservations not only to any point in Latin America, but also to Europe and the Near East, India, Africa, Alaska, Hawaii, New Zealand, Australia, the Orient and around the world.**

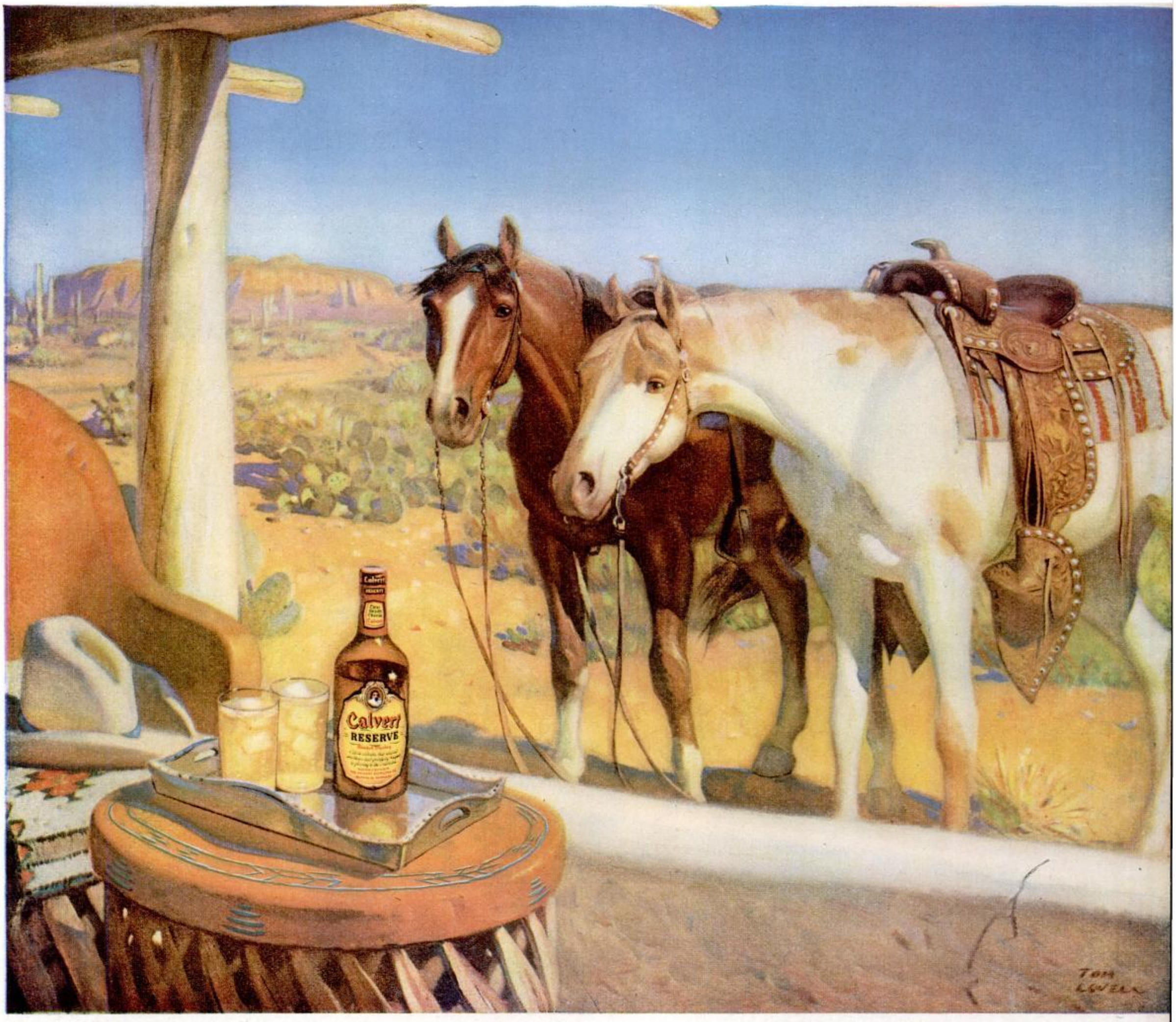
Among the millions of passengers who have flown abroad by Clipper:

ERIC JOHNSTON
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BASIL O'CONNOR
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JOHN G. WINANT

PAN AMERICAN WORLD AIRWAYS

PAA *The System of the Flying Clippers*

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"We can expect a stampede any minute!"

Wondering about the big rush Calvert's getting these days? The reasons are worth knowing: Calvert is agreeably *light* whiskey. A *gentle* blend for gentlemen! And luxuriously mellow . . . richly satisfying in highball, cocktail or neat.

Try Calvert . . . and you'll say it, too . . .

Clear  *Heads Choose Calvert*

Calvert

BLENDED WHISKIES

Reserve OR *Special*

Choice Blended Whiskies, 86.8 Proof. Calvert "Reserve"—65% Grain Neutral Spirits . . . Calvert "Special"—72½% Grain Neutral Spirits. Calvert Distillers Corp., N. Y.

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HELICOPTER LANDS ON LAWN BEFORE GUESTS AWAITING A TRIAL SPIN

FUN IN A HELICOPTER

Long Islanders use "egg beater" for fancy tricks

Helicopter manufacturers have long recommended the use of their craft for such serious business as commuting and carrying the mails. Recently, however, Mrs. Marion Aubert, a fan who owns an estate at Montauk, Long Island, proposed some different possibilities. Hosts who own lawn-carpeted estates like hers (*above*) can entertain guests with a bagful of "egg beater" tricks. The helicopter can take passengers on tours of inspection, often surprising sequestered sunbathers (*below*). Or as it hovers above the water the 'copter can provide a platform for diving (*p. 164*). But the newest gag utilizes the helicopter as an aloof umpire's perch, safe from argument if not from pop bottles.



UNWARY SUNBATHER, taking her ease on an isolated sand dune, has her fiesta interrupted by a pair of sightseers cruising by in a low-flying helicopter.

CONTINUED ON NEXT PAGE

For lovely hair all men adore!

How sweetly feminine is the appeal of a woman's lovely hair to men. Hair gleaming with natural highlights—sparkling with silken softness—inviting with clean fragrance. For though your hair-style be formal or free as the wind, it's your natural hair-*appeal* men love. And more and more women are learning that Lustre-Creme Shampoo brings out the fullest natural glory of their hair . . . quickly (no special rinse) . . . easily . . . inexpensively. Not a soap, not a liquid, Lustre-Creme Shampoo is an amazing new dainty *cream* that lathers luxuriously in hard *or* soft water, and sweeps dullness away. Out of her wealth of cosmetic lore, Kay Daumit blended gentle lanolin with special secret ingredients to achieve this almost-magic cream that offers new glamour, wonderful *obedience*, to your hair! Try Lustre-Creme—*The* Cream Shampoo for The Hair Men Love. At all cosmetic counters.



See how a fingertipful of Lustre-Creme Shampoo bursts into heaps of fragrant lather. See how tempting it leaves your hair!

Not dried—not dulled—not unruly—but silken soft, responsive, sparkling as if you'd given it a hard brushing.

Four ounces, $1.00
Family 1 lb., $3.50
Also 30¢
and 55¢ sizes.

Lustre-Creme Shampoo

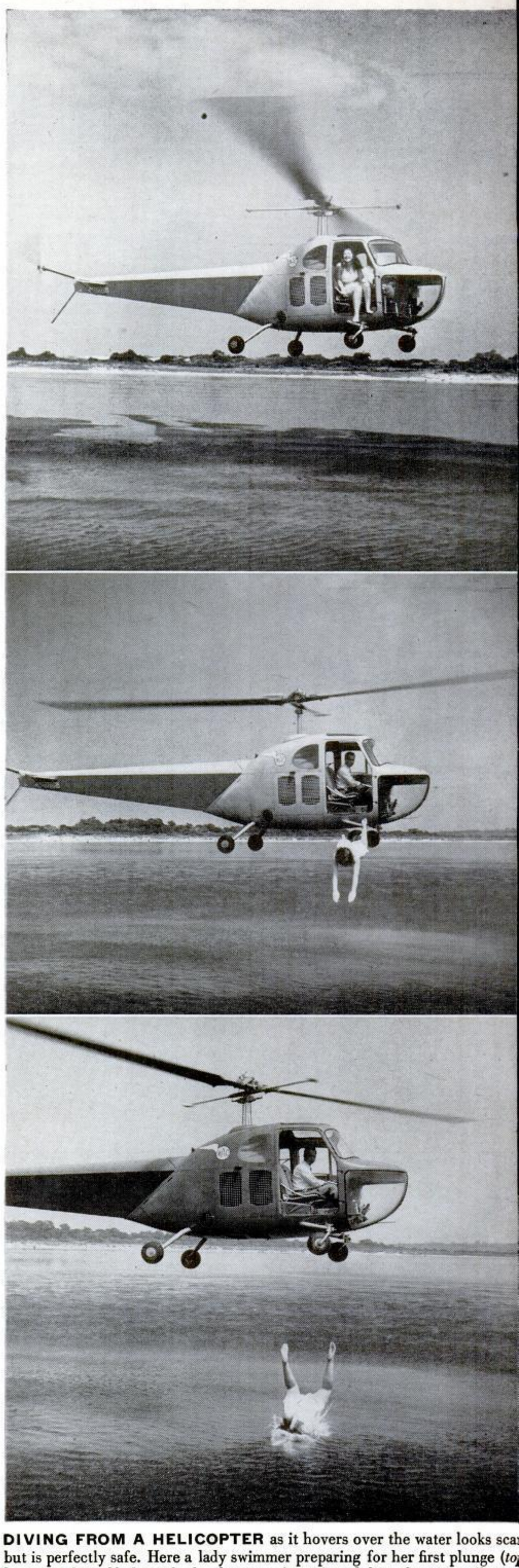
Kay Daumit, Inc. (Successor), 919 N. Michigan Ave., Chicago, Ill.

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● Tune in Du Pont "Cavalcade of America"—Mondays, 8 P. M. EST, NBC

Helicopter CONTINUED



DIVING FROM A HELICOPTER as it hovers over the water looks sca
but is perfectly safe. Here a lady swimmer preparing for her first plunge (*to*
launches herself through the doorway (*center*) and hits the water (*bottom*

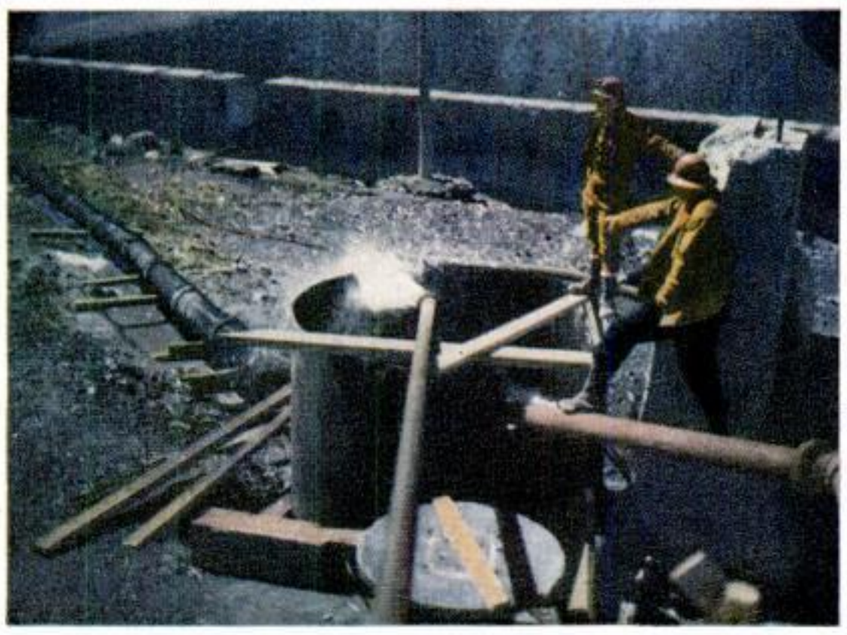
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One hundred million drowned dollars *brought back to life*

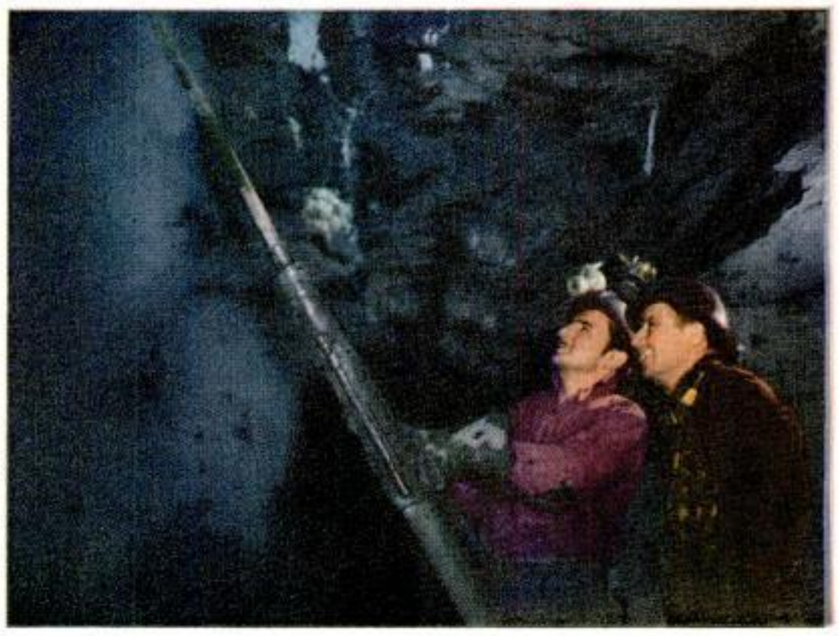
1 **"It was a gaping, jagged hole** in the earth—once just the bottom of a lake, now a mute reminder of a blunder that cost a fortune in silver," says Eric Soderstrom, a friend of Canadian Club writing from Cobalt, Canada. "In the early days of the silver boom, miners following a rich vein under the lake set off a blast that blew this hole in the lake bottom. Sixty miles of inter-connected tunnels were flooded. For 20 years, no silver could be taken out—a loss of $100,000,000.



2 **"These 'lost' mines** are being reclaimed now. First, I saw how engineers have dammed the lake on both sides of the break, pumped the section dry, and are repairing the hole. Then I watched an engineer probing in the foot-high water for danger spots.



3 **"Water is pumped** from the flooded mines at the rate of 3,000,000 gallons a day. As the water level in the mines recedes, engineers and geologists relocate the silver veins and start production. Hundreds of tons of rich silver ore are already being taken from three dewatered mines every day.



4 **"A drill crew showed me** a stope drill cutting into a rich vein that holds more than 7,000 ounces of silver per ton of ore. This rich lode, submerged for twenty years, is one of many that were discovered as the water receded.



5 **"With my treasured gift** from the miners, a $6 chunk of silver ore, I returned to Cobalt with one of the foremen. He brought out another 'treasure'... a bottle of my favorite whisky, Canadian Club. It didn't seem out of place even in this out-of-the-way spot. I've found Canadian Club at home everywhere, a friendly and familiar welcome to travelers.

6 **"Mining engineers I've known** travel a lot just trouble-shooting," continues Mr. Soderstrom. "They tell me Canadian Club's famous all over the world." That's right! In 87 lands you'll find this whisky that's *light* as scotch, *rich* as rye, *satisfying* as bourbon. That's what made Canadian Club the largest-selling imported whisky in the United States.



IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof.

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"Experience is the best teacher... in playing table tennis or choosing a cigarette," says Mary Reilly

INTERNATIONAL TABLE-TENNIS STAR



More people are smoking Camels than ever before

● *Experience?* Yes, that wartime cigarette shortage was a revealing *experience* to smokers everywhere.

You smoked one brand one day . . . a different brand the next . . . whatever was available. Naturally, you compared brands. That's how millions learned the meaning of the phrase, "Camels suit me to a 'T'!"

And, now that you can get any brand of cigarettes you ask for, more people are smoking Camels than ever before. Try Camels yourself. And, when you smoke them, remember this fact: *We don't tamper with Camel quality. Only choice tobaccos, properly aged, and blended in the time-honored Camel way, are used in Camels.*



Your "T-ZONE" will tell you... T FOR TASTE... T FOR THROAT...

that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS

than any other cigarette

Three nationally known independent research organizations asked 113,597 doctors—in every branch of medicine—to name the cigarette they smoked. *More doctors named Camel than any other brand.*

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